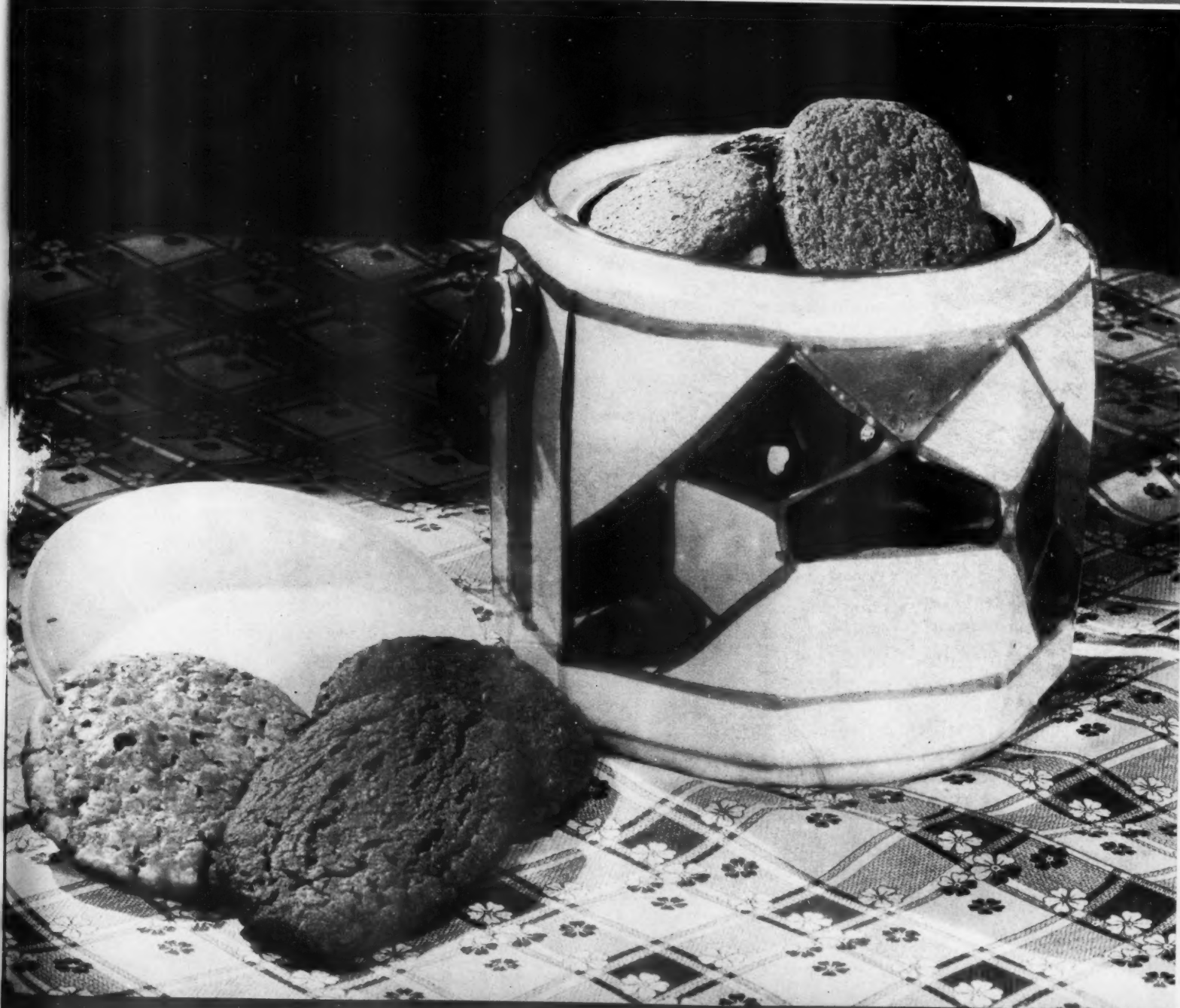


The American

BAKER

PUBLISHED FOR THE BAKERS OF AMERICA

®



Volume 26
Number 4

APRIL, 1958

25c. a copy
\$2 a year



means **PROFIT-PLUS!**

More Sales at Premium Prices
with International's
Stone Ground
WHOLE WHEAT



To your customers, *stone ground* recalls the historical romance of the old grist mill, and means fresh, wheaty flavor. To you this means premium prices, increased sales, and extra profits on all your whole wheat specialties. Properly merchandised, with display material now available to you, *stone ground* whole wheat items can be a real business stimulant for your bakery!

Take advantage of this merchandising opportunity. Order International's *Stone Ground* Whole Wheat Flour today.

International
MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA



"Bakery-Proved" — Trademark



Nothing but the best merits the KELLY'S FAMOUS label—that has always been our rule. That applies not only in our careful selection of superior wheats, but also in our devotion to an ideal of milling perfection that has guided this company for more than fifty years.

The WILLIAM KELLY MILLING COMPANY
Capacity 5,000 Sacks HUTCHINSON, KANSAS Grain Storage 1,000,000 Bus.



Children seem to enjoy holidays more than anyone . . . and not always as just a momentary vacation from school, because these days Mom could be stuffing that turkey for any occasion, any season.

And considering the tremendous increase in our country's birth rate just within the last quarter-century (1957 totals more than 200+% of 1933 figures!)* . . . a good many more mothers may well be using bread for this particular use as well as for its multitude of other purposes, in considerably greater quantities than ever.

All of which adds up to increased bakery sales and, we're proud to say, it means that more bakers will be looking to Commander-Larabee as *bakery flour specialists* to supply them with flours that are invariable in quality, uniformity, dependability, performance.

If you are not making use of our specialized services (although more and more other leading bakers are), why not send a part of your business our way? We'll gladly pay the freight on your phone call or wire . . . and give you the most pleasing product and service you have ever had!

* for comparison, U.S. Census figures record an increase of 17.32%, 1940 over 1933; 50.58% for 1950 over 1940 . . . with projected estimates, 1965 over 1950, of more than double this 200% increase!

FIRST IN BAKERY FLOURS

Commander-Larabee

MINNEAPOLIS • KANSAS CITY

National Biscuit Head Sees Higher Sales, Net in '58

NEW YORK — National Biscuit Co.'s outlook for 1958 is "favorable," George H. Coppers, president, stated in the annual pamphlet report.

He said "demand remains strong for consumer goods and food products and we do not anticipate any serious or prolonged economic setback." He added that "a steadily growing population, the addition of several new products, and the expansion of our operations abroad should make possible further sales and profit increases in the current year."

Mr. Coppers said expenditures in 1957 for additions to plant and equipment totaled \$21,605,000, which compares with \$15,740,000 the previous year. He said "our modernization program is now substantially finished and we expect further capital expenditures to be within the amounts charged off as depreciation each year."

As previously reported, net profit in 1957 climbed 8.7% to \$22,052,473, or \$3.18 a share, from \$20,286,954, equal to \$2.90 a share. Net sales rose to \$424,499,033 from \$410,455,124.

The earnings gain, Mr. Coppers said, "was due largely to the augmented sales volume but the increased efficiency of our modern bakeries and enthusiastic acceptance of several new cracker and cookie products also made a substantial contribution."

He noted that a new bakery at Fair Lawn, N.J., began operations last January and will be in full production by next September. He said the former cracker bakery at Buffalo, N.Y., has been reequipped for the manufacture of dog food products and a building has been purchased and equipped to provide the Albany, N.Y., bread bakery with an up-to-date plant.

—BREAD IS THE STAFF OF LIFE—

Miller Publishing Co. Names D. F. McKenzie Research Director

MINNEAPOLIS—Duane F. McKenzie has been named research director for The Miller Publishing Co., publisher of The American Baker, Milton B. Kihlstrum, president, has announced. Mr. McKenzie succeeds Walter C. Smith who resigned, effective April 1, to return to his home in the East.

Mr. McKenzie brings several years of experience in agricultural and financial research to his department which is currently being expanded to incorporate extensive use of electronic computer service. Before joining The Miller staff he was employed as market research statistician by Minneapolis-Moline and previously was with the L. A. Huey Co. in Denver, Colo.

Mr. McKenzie is a member of the American Marketing Assn. and American Statistical Assn. He is also a registered representative of the New York Stock Exchange. He attended St. Benedict's College and the University of Nebraska where he was graduated with a major in statistics and economics.

A native of Hebron, Neb., where his father operates a country grocery store, Mr. McKenzie ran a 390-acre farm there from 1947 to 1952. He is married and has six children. During World War II he served with the Air Force in England.



C. J. Kraebel

VICE PRESIDENT—C. J. Kraebel, formerly assistant to the president of General Baking Co., New York, has been elected to the position of vice president, it has been announced by George L. Morrison, chairman of the board. Mr. Kraebel, a resident of East Orange, N.J., has been with the company since 1922.

E. F. Tuttle Named SBA Governor

ATLANTA, GA.—E. F. Tuttle of Merchants Bakery, Inc., Norfolk, Va., has been appointed a governor of the Southern Bakers Assn., representing Virginia, to fill the unexpired term of Ralph Ward who recently resigned as president of Merchants to become operations director of the Langendorf United Bakeries, Inc., San Francisco. Announcement of Mr. Tuttle's appointment has been made by Roy Allen, chairman of the SBA board of governors.

Mr. Tuttle was recently made president of Merchants having served as vice president under Mr. Ward. Mr. Ward will retain his membership in the SBA, even though he resides in California.

D. B. Pratt, Jr., Named President-Elect Of AACC; Marjorie Howe Elected Treasurer

ST. PAUL—D. B. Pratt, Jr., Pillsbury Mills, Inc., Minneapolis, has just been named president-elect of the American Association of Cereal Chemists. The announcement of Mr. Pratt's election was made from AACC headquarters in St. Paul.

Mr. Pratt joined Pillsbury in 1956 as a technical consultant working with the baking industry. He is now technical director, cake service section, headquarters quality control.

A graduate of the University of Texas and the American Institute of Baking, Mr. Pratt began his career as a cereal chemist in 1934 with Tex-O-Kan Mills in Texas. Between 1942 and 1953, he worked with the B. A. Eckhart Milling Co. in Chicago, reaching the position of vice president. Prior to joining Pillsbury, he was technical director for Omar, Inc., Omaha.

Mr. Pratt has served AACC in numerous capacities both on a regional and national level. He is currently national treasurer, a job he has held since 1952. He is active in several professional societies including the American Chemical Society, the

SBA Convention April 17-19 Promises Fun, Good Speakers

ATLANTA, GA.—Members of the Southern Bakers Assn. who attend their association's 44th annual convention at Palm Beach, Fla., April 17-19 will have a wide variety of entertainment, outdoor sports and educational speakers presented for both relaxation and improvement of their individual businesses.

Hubert A. White of Atlanta, a man with a varied background as tax accountant and ministerial student, will deliver the banquet speech to SBA members at the Palm Beach Biltmore Hotel Friday night, April 18. Mr. White's speech is on the subject, "Let's Hop the High Hurdles." After the banquet there will be a dance in the main ballroom.

The convention is scheduled on the American plan with three full meals a day. Preliminary golf rounds will be played at the North Palm Beach Country Club beginning at 1:30 p.m. Thursday, April 17. Transportation to the golf course will be furnished by the hotel free of charge. At 2 p.m. the men's shuffleboard preliminaries will get underway at the beach club by the side of the ocean and at the courts in the Biltmore gardens. At 6 p.m. the chairman of the board's and president's reception will be held in the swimming pool area of the hotel. At 7 p.m. a buffet dinner will be served on the sun deck surrounding the swimming pool area. After dinner bridge, canasta, bingo and other games will be played, with prizes for the winners.

The allied trades breakfast will be held at 8 a.m. Friday, April 18, followed by the allied's business meeting. At 9:30 a.m. the annual business meeting of SBA will be held. The men's golf finals will get underway at 1:30 p.m. on Friday at the North Palm Beach Country Club. At 2 p.m. the finals in the men's shuffleboard tournament will get underway in the courts in the garden of the hotel. At 3 p.m. the men's putting green preliminaries will be held. At 5:45 there will be a cocktail party preceding the

annual banquet at 7. W. Hugh Adcock will serve as toastmaster. There will be dancing afterwards and entertainment at intermission.

On Saturday, April 19, at 9:30 a.m. the men's putting green finals will be played. At noon Saturday the awards luncheon will be served in the main dining room. Awards will be made to those winning prizes at golf, putting on the green, shuffleboard and fishing.

In addition to the planned program, there will be other entertainment available, including boat rides and fishing in Lake Worth, as well as the ocean, swimming in the pool or beachcombing along the ocean, sightseeing on the island where Palm Beach is located, playing tennis, ping-pong and practicing on the golf driving range, enjoying the Florida sun, or riding the ferry, which operates on a continuous schedule across the lake to West Palm Beach. It will be possible also to make the trip to Grand Bahama, where the Grand Bahama Club is located, 65 miles from Palm Beach.

Ladies' Program

Mrs. Charles T. Fuchs and Mrs. Gene Chivers, co-chairmen of the ladies entertainment committee, have arranged an excellent program which includes putting green preliminaries beginning at 9:30 a.m. April 17; a cruise on the paddle wheel boat which operates on Lake Worth; a get-acquainted luncheon at 12:45 p.m. on April 17, where door prizes and favors will be given. At 2 p.m. the ladies' golf preliminaries get underway. Sightseeing by limousine has been arranged for the convenience of the ladies. On Friday, April 18, the shuffleboard preliminaries will get underway at 11 a.m. After a luncheon in the main dining room bingo, bridge and canaster will be the order of the day, with prizes.

Tickets for the ride on the paddle wheel for the ladies will include a trip on the ferry to and from the paddle wheel docks across the lake at West Palm Beach.

Jack Rieger, manager, sales promotion division of Quality Bakers of America Cooperative, Inc., New York, will be the principal speaker at the business session of the association Friday morning, April 18. Mr. Rieger's address will be "Opportunities in the Baking Business."

Roy Lichtyler of Standard Brands, Inc., Birmingham, Ala., has been named chairman of the golf committee.

—BREAD IS THE STAFF OF LIFE—

Testimonial to Honor Veteran Dallas Baker

DALLAS, TEXAS—Jake Golman, president of the Oak Cliff Baking Co., will be honored at a testimonial dinner April 15 at the Baker Hotel, Dallas, in recognition of his 65th birthday and 50 years in the baking industry.

Mr. Golman is a past vice president of the American Bakers Assn., and is now serving his fifth three-year term on ABA's board of governors. Among the "firsts" for which he will be cited are the introduction of sliced bread to Texas consumers, the enrichment of bread in Dallas, and the twisting of bread to improve quality at the wholesale level in Dallas.

The American Baker



Published Monthly for the
Bakers of America

FRANK W. COOLEY, JR.
Editor

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Editorial . . .

Valuable Sales Aids

WITH a courage that is commendable, the New England Bakers Assn. has directed forthright criticism at those members of the baking industry who fail to take advantage of the sales aids made available to them. Arousing the ire of the association spokesman in its news letter is the failure to use to the utmost one of the most attractive slogans ever offered to the trade: "Enriched Bread Enriches Health."

A brainchild of the American Bakers Assn., the slogan fills a need felt by the baking trade for many years. It was adopted at the end of a long search.

Yet too many bakers—and this stricture is not confined to New England—are not making use of it in their advertising to the public. NEBA reports that one group of bakers, discussing the ABA slogan, freely admitted that its absence in local bread advertising was due to neglect. ABA cannot ram the slogan down the baker's throat and make him use it. It's up to the baker himself. Some bakers, NEBA says, have the idea that displaying the slogan will detract from the individual message on their product. What nonsense is this? Only by submerging individual self-interest, when using any type of media to get the public's attention, will "Enriched Bread Enriches Health" become as much a part of the language as "Say It With Flowers" or any one of a bevy of slogans now accepted as colloquialisms.

Allied firms will be tempted to give a wry smile of sympathy with the NEBA case. They, too, have spent a lot of time and effort providing material of considerable merit at no inconsiderable expense to aid their baker-customers, only to have their salesmen report that it lies unused on a shelf in the back room. Often joining the allies' offerings are worthwhile, cleverly conceived and superbly executed promotional aids of ABA, produced by bakers for bakers.

These firms and associations don't produce sales aids to satisfy an artistic urge. They are produced to be used—to help increase the profits of the allied firm and of the baker himself. The salesman has a task of paramount importance in this project. He uses friendly persuasion, but beyond that he dare not go for anything stronger might be classed as pressure. Yet perhaps a little pressure will help the baker see what an improvement in business lies before him if only he will use a bit of imagination in the presentation of the slogan and kindred sales aids.

There is too great a tendency to let the other fellow do it, asserts NEBA. And to waste time declaring what the next man could do to boost the baking industry. The association spokesman ends on a challenging note: "Isn't it about time bakers began to do something for themselves rather than sit back and tell others what they should do for them?"

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Comment . . .

. . . by Cooley

Most of us will agree that National Retail Bakers Week is worth all the effort and money when we see and hear retail bakers publicized



F. W. Cooley, Jr.

in newspapers, over radio, and even on television. The baking industry business papers are in a better position to judge the success of these promotions than the local baker, since they get a national, "big picture" view. Our editors observe that the publicity Bakers Week earned this year was larger than last—there were more governors' proclamations, more sponsored programs and more newspaper advertising.

Then we should add to these visible dividends all the local publicity, the in-store promotions, the use of the publicity materials by the bakers themselves, and of course the special baked products themselves.

It is all too easy for the retailer to let his planned program of participation slide until it is too late to do more than throw a streamer or two on the window, wonder where the blazes the material is that the association was supposed to send him, throw together one of the cakes and stomp around the front shop for a few minutes hollering at his girls to "plug bakers week."

We expect that the coming convention of the Associated Retail Bakers of America in New York will include a "post-mortem" on this joint effort. Planning will then start for next year. We suggest that every baker make several notes on his calendar so that next year proper prior planning will let Bakers Week do an even better job for him.

* * *

The baking industry is getting a large group of technical school alumni, judging from the attendance at meetings of the American Institute of Baking, Dunwoody Baking School and others during last month's ASBE annual meeting. Activities of this type broaden the baker's technical knowledge, permit him to benefit by the experience of others, and give him a list of acquaintances who can help him figure out what happened to that ferment he had to process down the drain.

* * *

On the heels of a Dun & Bradstreet report on the number of businesses bankrupting themselves through faulty business procedures, there comes a letter saying: "I have a good receipt for bread and am going to start a bakery. Please tell me how."

Well, in the first place, dear reader, if we knew how we would move into your town and start a bakery and make a million. If you will look back, it's surprising how many experts on baking have been unable to make a go of their own shops. It's not lack of business sense, or quality, or unintelligent merchandising, but it can be a combination of all these factors.

We came across a government booklet that might be of interest to bakers wishing to strike out on their own. Particular attention is paid to financing, shop location and operating expenses. Donald C. Cooley is the author of the bulletin, available from the Small Business Administration, Washington, D.C.

Thanks for reading. See you next month.

Frank Cooley

Report Lists 1957 Contacts of AIB Nutritionists

CHICAGO—The seven field nutrition representatives of the American Institute of Baking traveled approximately 300,000 miles in 1957 to visit 340 cities in 47 states and the District of Columbia as part of the Bakers of America Program's over all activity, according to a recent report made by officials of the program.

The seven women, traveling by plane, train, bus and private automobile, called on educators, extension agents, home economists and hospital and other dietitians in their regional territories. Their lecture and workshop activities drew audiences totaling 31,000. The latter includes people specifically interested in nutrition for children of school age.

The field nutritionists told the baker's story over radio on 40 programs totaling 600 broadcast minutes. They showed TV viewers how to use and to appreciate baker foods on 34 different channels, and were on the air for 17 hours.

Extent of Contacts

The extent of the contacts made by the seven staff representatives is shown in a break-down of their activities:

They contacted 372 dietitians, 1,458 educators, 354 extension agents, 313 home service women, 22 medical and dental authorities, 196 nutritionists, 150 press representatives, 307 public health officials, 197 radio and TV personnel, 15 restaurant associations, 518 school lunch officials and 166 persons in other categories.

The field representatives also gave 200 lectures, with a total attendance of 11,943. The 224 workshops they conducted were attended by 18,883 people.

The story of bakery foods, the nutritional value of these products, their variety and versatility in adding zest to meals, and their contribution to better living and better health, is the message the staff is taking all over the country.

During 1957, the institute's mailing room processed 104,755 shipments for 3.5 million booklets and pamphlets. These were mailed in response to 57,000 requests from educators.

The seven nutritional representatives of the baking industry are: Virginia White, northeast area; Mildred Arnold, mid-Atlantic; Ann Russell, southeast; Marguerite Robinson, Great Lakes; Dorothy Besemer, west central; Mary Kuhlman, southwest, and Una R. Wood, west coast. Their work is directed by Ellen Semrow, head of the consumer service department.

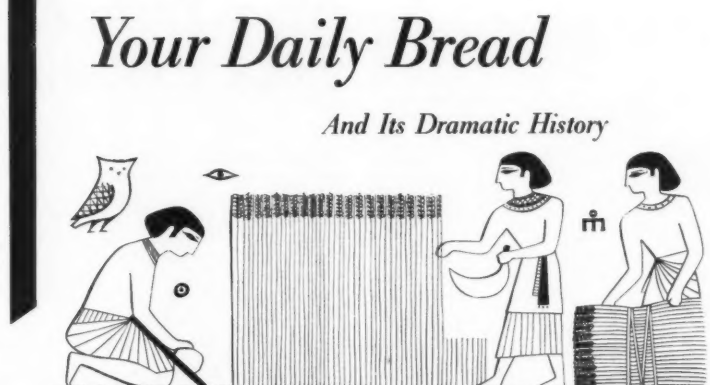
—BREAD IS THE STAFF OF LIFE—

Ekco Products Sales Increased in 1957

CHICAGO—Ekco Products Co., in its latest annual report, showed consolidated sales of \$59,913,209 for the year ended Dec. 31, 1957, an increase of 4 1/4% over the \$57,361,422 recorded in 1956.

Net earnings for the year amounted to \$3,697,054, equivalent after preferred dividends to \$2.67 a common share, compared with net earnings in 1956 of \$5,139,733, or \$3.77 a common share. 1956 earnings included non-recurring capital gains of \$912,982, equivalent to 52¢ a common share.

In his message to shareholders, Arthur Keating, chairman, noted that



Your Daily Bread

And Its Dramatic History

"YOUR DAILY BREAD"—The American Bakers Assn. film, "Your Daily Bread," now has a printed counterpart, the cover of which is shown here. ABA, through its Bakers of America Program, has printed a booklet which relates the story of bread over 6,000 years of history. The booklet has been reprinted from the original series of advertisements which appeared in *Scholastics Magazine*. ABA is making the booklet available at less than half the cost of the original brochure, and recommends it for distribution in classrooms, meetings and following showings of ABA films.

The consolidated figures represent sales and earnings of Ekco and its subsidiaries and divisions in the U.S. only, not foreign operations.

The greater 1957 sales largely reflected recent acquisitions by Ekco of companies in the builders' supply field, the report said. These additional sales more than offset a slight dip in sales of housewares products and a drop in ammunition component sales resulting from completion of all ordnance supply contracts during the year.

"Ekco, like all companies in its industry, was in a price squeeze," Mr. Keating told shareholders, "which necessitated the absorption of sizable material and labor cost increases without corresponding price increases to our customers."

Mr. Keating further reported that earnings were affected by substantial non-recurring expenses absorbed during the year. These expenses were incurred in the relocating of certain manufacturing facilities in the interests of efficiency.

—BREAD IS THE STAFF OF LIFE—

Sanford V. Epps Reelected Head of H. H. Claussen's Sons

AUGUSTA, GA.—Sanford V. Epps was unanimously reelected president of H. H. Claussen's Sons Bakery, Inc., at the firm's annual meeting of stockholders held recently at the Georgia Railroad Bank and Trust Co.

Other officers chosen to continue in their present capacities were James E. Swan, Jr., vice president, and John H. Scharnitzky, secretary-treasurer.

Directors are James M. Hull, Sr., chairman of the board, and C. S. Castleberry, Henry H. Claussen, Mr. Epps, Eugene M. Howerdd, Harry W. Jernigan, Jr., Grover C. Maxwell, William S. Morris, R. Roy Pierce, George A. Sanken, Jr., Wiley J. Smith, Eugene E. Stone, III and Mr. Swan.

Mr. Epps, in his president's report, said sales and earnings in 1957 were above those in 1956. A quarterly dividend of 10¢ was declared for each of the 241,000 shares of common stock outstanding. It will be payable April 5, 1958, to stockholders on record as of March 20, 1958.

IN CHICAGO:

Bakers Observe City's Birthday With Special Cake

CHICAGO—The City of Chicago had a birthday March 4 and retail bakers saw to it that there was a cake at the celebration. The cake was seven and a half feet high and towered over everyone in the room. Hundreds of guests at the celebration, held at the Hotel Sherman's Bal Tabarin, crowded around to see the intricate picture panels that had been worked into the sides of the cake with colored icing.

Pictured were scenes of the St. Lawrence Seaway and the Port of Chicago, O'Hare Airfield and the "jet age," the Pan-American Games, National Retail Bakers Week, and the 121st anniversary of the incorporation of the City of Chicago. All around the cake were flags and emblems of the 22 countries of the Western Hemisphere, together with a half globe of North and South America.

Presented to Mayor

The cake was presented to Mayor Richard J. Daley by John Bolchert, president of the Associated Retail Bakers of Greater Chicago. The presentation occurred during National Retail Bakers Week, and also during the convention of American Society of Bakery Engineers. The cake was on exhibition in the City Hall while thousands of bakers visited the city.

The cake was prepared and decorated by Emil Hilbert, former secretary of the Associated Retail Bakers of Greater Chicago, now with Durkee Famous Foods.

—BREAD IS THE STAFF OF LIFE—

Improving Pie Sales

PITTSBURGH—"Cash In On New Ideas In Retail Pie Production" was the topic of George Arnold, bakery production representative of Standard Brands, Inc., Cincinnati, in an address before the March meeting of the Retail Master Bakers Assn. of Western Pennsylvania.

A large variety of fruit pies was shown and sampled.

Virginia Holsum And Betsy Ross Bakeries Affiliate

STAUNTON, W.VA.—The affiliation of the Virginia Holsum Bakeries, Inc., Staunton, with the Betsy Ross Bakeries of Bluefield, W.Va., was announced by M. W. Fields, president of Virginia Holsum. The affiliation involves the purchase of a substantial interest in the Staunton bakery which will expedite the building of a new plant on the company's property in Verona, Va. The Betsy Ross Bakeries, which headquarter in Bluefield, W.Va., operate plants in eastern Kentucky, southern West Virginia, southern Ohio and western Virginia.

Mr. Fields said that "The new plant will represent a substantial investment and will provide the state of Virginia with one of the largest and most complete wholesale bakeries in the entire country." At a March 24 meeting of the Virginia Holsum board of directors, plans and policies for the company's growth and expansion were discussed in relation to the new affiliation. As a result of the agreement reached, Virginia Holsum acquired the assistance of the Betsy Ross group in addition to the services of the W. E. Long Co.-Independent Bakers' Cooperative with which they have been associated for several years.

Virginia Holsum has had rapid growth from its beginning in Staunton in 1947. Originally started as a retail bakery, known as Beck and Fields, the company expanded into the institutional and restaurant business as well as the wholesale grocery field through mergers with Friddles Bakery in Harrisonburg and with the Spaulding Bakery of Staunton. Sales expansion into the Charlottesville, Farmville, Fredericksburg, Lynchburg and Roanoke areas followed shortly thereafter. In addition to these company owned and operated routes, Virginia Holsum sells specialty items to bakeries in Richmond and Danville, Va.

Officers of the Virginia Holsum Bakeries, Inc. in addition to Mr. Fields are: Gilpen Willson, Jr., vice president; T. R. Nelson, secretary; and C. W. Matheny, treasurer.

—BREAD IS THE STAFF OF LIFE—

Rap-In-Wax Officials Predict Record Year

MINNEAPOLIS—"The year 1958 should bring record sales, rising profits, and higher employment at Rap-In-Wax Paper Co. Employment in Minneapolis already has risen 5% since a year ago." These statements were made by John J. Ahern, Jr., president, and P. M. Grieve, executive vice president, at the annual stockholders' meeting March 18.

The year 1957 showed much improved profits over 1956 despite the heavy non-recurring expenses of a major re-layout of production facilities. Sales in 1957 set an all time record paced by the company's line of government specification barrier materials, foil labels, and foil bread wrappers.

Rap-In-Wax produces a broad line of flexible packaging materials including waxed bread wrappers; waxed frozen food, butter and confectionery wrappers; foil labels; foil wrappers for butter, oleo, and frozen foods; government specification barrier materials; plastic coated wrappers; and household waxed and freezer papers.

Southern Bakeries' 1957 Income Shows Rise From 1956

ATLANTA, GA. — Southern Bakeries Co. has reported income before taxes of \$1,323,735 for the year ended Dec. 28, 1957, an increase of \$28,616 over the 1956 figure of \$1,295,119.41.

Ogden A. Geilfuss, president, in his annual report to stockholders, reported net sales of \$25,771,433.51, almost identical to 1956 sales, which represented an all-time high for the company.

After providing \$713,000 for income taxes and \$1,304.24 for adjustment of prior years' taxes, net income after taxes for 1957 amounted to \$609,430.76, a slight increase over the 1956 net income figure of \$607,472.02. The 1957 net income after taxes was equivalent to \$2.37 a share on common and participating preferred shares, after provision for preferred stock dividends of 50¢ a share. The corresponding figure for 1956 was \$2.36 a share.

1957 Dividends

In 1957 the company paid dividends equivalent to \$1 a share to common stockholders and \$1.50 a share to preferred stockholders; 20¢ a share on common stock, and dividends in shares of common stock equal to 80¢ a share, to both preferred and common stockholders.

Southern's directors have declared quarterly dividends of 5¢ a share in cash of common stock, and dividends in shares of common stock equal to 20¢ a share, to both preferred and common stockholders, in addition to a cash preference dividend of 12½¢ a share to preferred stockholders. Quarterly dividends have been paid consecutively since 1935.

"Southern's program of gradual plant modernization made further strides during 1957," Mr. Geilfuss reported. "Bulk-handling installations, completely eliminating the manual handling of sacked flour, together with modern cooling-conveyer systems and other improvements, were added to the Atlanta, Charlotte, and Greensboro plants."

—BREAD IS THE STAFF OF LIFE—

Nebraska Production Men Discuss Rolls

OMAHA—The March technical session of the Nebraska Bakery Production Club was held March 15 at the Hotel Castle. The meeting was conducted by Edward F. Cvejdlík, president.

Robert G. Dibble, Interstate Bakeries Corp., Kansas City, spoke on "Production Flow—Bread and Rolls." Mr. Dibble described the various steps from start to finish in the production of bread and rolls. He explained the effects of proper and improper methods on the final quality of the product.

Leslie F. Sheffield, chief of the Division of Wheat Development, Nebraska Wheat Commission, Lincoln, Neb., explained the purposes and operation of the commission and showed how the interests of the commission are related to those of the milling and baking industries.

Mr. Sheffield presented a series of color slides depicting scenes at the International Trade Fair held last year in Cologne, Germany, and gave an interesting running account of the Trade Fair in general and the U.S. exhibits in particular. He also showed pictures of flour mills and cereal laboratories in West Germany and Switzerland and other interesting scenes in that locality.

BAKERY STORES SHOW JANUARY SALES GAIN

WASHINGTON—Sales by bakery products stores in the U.S. for January showed an increase of 14% over January of 1957, but a short-run decline of 7% from December, 1957. Figures are from a retail trade report compiled by the Bureau of the Census, U.S. Department of Commerce. Sales of all retail stores in the U.S. for January, 1958, increased 4% over January, 1957, but declined 23% from December. Of all stores, the food group made the most noticeable gain over January, 1957, amounting to 12%, and dropped the least from December, 3%.

Two Florida Bakers Head SBA Committee

ATLANTA, GA.—J. C. Granda of Holsum Bakers, Inc., Tampa, and Ray F. Prahl of Suwanee Food & Baking Co., Jacksonville, Fla., have been named to head the attendance committee for the 44th annual convention of the Southern Bakers Assn. to be held at the Palm Beach, Fla., Biltmore Hotel, April 17-19. Members of the committee are A. L. Gilreath, Hoffmann-LaRoche, Inc., Richmond, Va.; F. S. Garfield, Pollock Paper Corp., Tallahassee, Fla.; Mike Harding, Krispy-Kreme Doughnut Corp., Greensboro, N.C.; Ben F. Moore, C. E. Erickson Co., Jacksonville; L. Paul Nobert, H. C. Brill Co., Greensboro; Geo. A. Weill, Charles Dennery, Inc., New Orleans; Lee R. Whidby, flour broker, Birmingham, Ala., and George Whitaker, Chapman & Smith Co., Atlanta.

—BREAD IS THE STAFF OF LIFE—

FMA to Close Mill At N. Kansas City

KANSAS CITY — The North Kansas City mill of Flour Mills of America, Inc., will discontinue flour production about April 20, it was announced by J. R. Mulroy, FMA president, following a recent meeting of the board of directors.

The shutdown will mark the close of the largest mill in the Southwest, rated at a capacity of 14,400 sacks a day. Approximately 75 mill employees will be affected by the shutdown. Corresponding reductions in the office staff will also be necessary, Mr. Mulroy said.

"The decision to idle the mill was taken as an economy move in view of the price level at which flour is being sold this year, making it practically impossible to secure enough business at a profitable level to operate the mill," Mr. Mulroy stated.

Production will be shifted to the St. Louis FMA plant which has a capacity of 11,000 sacks a day. Because of that mill's location, it can grind hard or soft winter or spring wheat, giving it a wider market than the North Kansas City plant. The St. Louis mill also has 50,000 cwt. of bulk storage capacity, compared with about 24,000 cwt. at the local mill. The 2.3 million bushel grain storage capacity at North Kansas City will continue to be utilized.

Closing of the North Kansas City mill will mark the second plant idled in little more than a month by FMA. The mill at Alva, Okla., was closed March 22. In addition to its St. Louis mill, FMA will continue to operate the 2,400-sack New Braunfels, Texas, plant.

ARBA Ready for Invasion of New York April 27-30 for 1958 Convention, Exposition

NEW YORK — Bakers and allied tradesmen from all parts of the country will soon be making final plans to attend one of the most elaborate "get-togethers" in the history of their industry, the April 27-30 convention and exhibition of the Associated Retail Bakers of America. Under the leadership of Charles J. Schupp, Schupp's Pastry Shop, Washington, ARBA president, and a spirited corps of workers, a full program of educational features, exhibits and entertainment is getting the finishing touches.

Scheduled to headquarter here at the Hotel New Yorker, the convention is expected to draw thousands not only to the convention and exhibition, but to visit the many attractions of the area.

According to John Selig, program chairman, a considerable time will be saved by elimination of long-winded speeches, such time to be devoted instead to panel discussions, skits and demonstrations—some in which the bakers themselves will be asked to participate.

Date Changed

For the benefit of those who intend to exhibit in the ARBA international bread display, this feature has been moved from Tuesday, April 29, to Sunday, April 27, it was announced by convention officials.

On Monday morning, April 28, the schedule again will omit all "speeches," but, according to Richard Morgan, of Utica, N.Y., education committee chairman, plenty of speaking will be heard from the stage of the New Yorker's Grand Ballroom during the presentation of an original and highly entertaining skit on the "do's" and "don'ts" of retail bakery selling. Here again the voices that will be



Charles J. Schupp

heard will be those of retail bakers, a talented troupe from Rochester, N.Y., under the direction of Co-Chairman Bill Schonleber.

Following the sales girl skit there will be an all-star panel to handle a question-and-answer discussion on the various sales and merchandising problems the skit has presented.

Paul Miklusak, baked foods chairman, has announced that the afternoon of the convention's opening day (April 27) will be devoted to a "New York Best Seller" session in the Terrace Room of the Hotel New Yorker. This display and demonstration will feature a wide variety of the best-selling retail baked items in the huge New York market. Each item will be introduced by the baker who has nominated it as his "Best-Seller." Complete formulas and instructions for making will be given on the spot.

Immediately following the "Best-Seller" session Chairman Miklusak and Co-Chairman James Brynes have scheduled what they believe to be the best and biggest demonstrations of ice-cream cakes and frozen desserts ever seen at a bakery convention. And here, again, the voices that will be heard will be those of working bakers or their allied service men.

—BREAD IS THE STAFF OF LIFE—

Robert H. Cromwell Appointed to R-M Post at Buffalo

MINNEAPOLIS—The appointment of Robert H. Cromwell as assistant district sales manager for Russell-Miller Milling Co. bakery flours at Buffalo has been announced by W. R. Heegaard, vice president and general sales manager.

Mr. Cromwell has been associated with Russell-Miller for 10 years, starting as a sales representative in Birmingham, Ala. Prior to his transfer Mr. Cromwell had made his headquarters at San Mateo, Cal., where for the past 18 months he directed and supervised the company's bakery flour sales throughout the west coast area.



LITTLE MISS MUFFIN — Seven-year-old Marilyn Gertz, a Little Miss Muffin contestant, and Patti Page, star of "The Big Record" show, viewed a special portrait cake presented to Miss Page on behalf of the retail bakers for National Retail Bakers Week. Marilyn is the daughter of Mr. and Mrs. William Gertz of Staten Island. Mr. Gertz, owner of the Oven Bake Shop and president of the Staten Island Retail Bakers Assn., made the cake which is decorated with a reproduction of the popular vocalist's face.

Looking at Retail Bakers Week Across the U.S.



BAKERS WEEK ON CAPITOL HILL—National Retail Bakers Week was climaxed in Washington when this 75-lb. cake, decorated in patriotic colors, was presented to Vice President Richard M. Nixon by "Little Miss Muffin," Karen Woodcock, representing the Associated Retail Bakers of Greater Washington. At the ceremony were (behind Mr. Nixon and Karen, left to right): Charles J. Schupp, Schupp's Pastry Shop, Washington, president of the Associated Retail Bakers of America; August W. Neuland, Neuland's Bakery, president of the ARBGW; Anthony C. Moznyski, Falls Church Bakery, Falls Church, Va., local NRBW chairman; Fred C. Woodcock, Karen's father; Leo Saemann, Supreme Bakery and Delicatessen, Hyattsville, Md., ARBGW vice president; Carl Carlson, Wesson Oil & Snowdrift Sales Co., ARBGW secretary-treasurer, and Mrs. Woodcock.



IOWA OBSERVANCE—A 15-lb. white layer cake was presented to Gov. Herschel Loveless of Iowa by officers of the Iowa Bakers Assn. who witnessed his signing of a proclamation declaring National Retail Bakers Week in Iowa. Watching the signing are (left to right) Vernon Webbeking, Waterloo, president of the Iowa Bakers Assn.; Earl Dusenbery, Des Moines, a member; and Henry Jabusch, Waterloo, secretary. The cake was presented to the governor in the form of an open book, with the words "National Retail Bakers Week, March 2-8," written in the icing and trimmed with red roses made of frosting. The Iowa proclamation was duplicated on legal size paper bearing the official state seal, and paid formal tribute to Iowa's bakers for generations of effort in contributing to the health and economy of their communities, and bore the official state seal and signature of the governor and the secretary of state.



PITTSBURGH OFFICERS—The Greater Pittsburgh Production Men's Club officers for 1958 are shown above. Seated are treasurer Earl Hehman, Anheuser-Busch, Inc.; vice president John Gutowski, Gutowski Bakery; president Ed Swain, Grady's Bakery; board member Reg Tate, Potomac Bakery, and secretary Wm. Giltenboth, Pittsburgh Flour Co. Standing: Reception chairman Bill Hartner, Fultz & Hartner; second vice president Bill Davis, Standard Brands; program chairman Roy Albert, Armour & Co.; past president Paul Hornung, Hornung's Bakery, and publicity chairman Stan McKinley, Hardesty & Stineman.



BAKERS WEEK "DRESS REHEARSAL"—Minneapolis and St. Paul bakers prepared for Retail Bakers Week by meeting jointly at the Hasty Tasty Restaurant, Minneapolis, to see prepared samples of the several daily specials recommended for the national observance. Mrs. Robert Bliss, LeRu Bake Shop, St. Paul, set up the demonstration window, pictured here, using the bakers week specials. Carl King, King's Bakery, Minneapolis, explained the procedure for angel fluff pie and, in the picture, is about to sample one of the other specials.



BAKERS WEEK KICKOFF—To kick-off National Retail Bakers Week in the Kansas City area, members of the Greater Kansas City Retail Bakers Assn. presented suitably decorated cakes to the mayors of Kansas City, Mo., and Kansas City, Kansas. Shown at the presentation in office of Mayor Paul F. Mitchum, of Kansas City, Kansas, are (left to right) J. W. McLain, McLain Bakery, president of the retailers' association, Mayor H. Roe Bartle of Kansas City, Mo., Mayor Mitchum and George Gunther of George's Bakery, vice president of the retail bakers organization. The two mayors cut the cakes and distributed them among city hall employees.

Flour Market

Crop Outlook Slows Flour Sales

By K. W. WAKERSHAUSER
American Baker Staff

Flour buying was slow during March as bakers and millers began to look ahead to the transition from the past year of "free wheat" shortages and strong prices to a bearish new crop basis. Buyers took only small amounts of old crop flour. A few large bakeries purchased the equivalent of four to six weeks bread production in the Southwest the first week of March. And sweet goods bakers took a fair amount of soft wheat about March 15. The trade in general now has flour on hand for 30 to 60 days baking, or enough to carry them close to new crop time.

Mills and flour jobbers, for their part, found it difficult to press aggressively for large old crop purchases in view of the widespread reports which have reached bakers about the probability of a record-sized, billion-bushel Southwest wheat crop soon to be harvested. This contrast in old and new crop thinking kept sellers' and buyers' ideas of workable prices considerably far apart. It is likely that this difficulty will continue until the new crop basis is established about the time bakers' bins require replenishing. There is likely to be some hand-to-mouth buying in the meantime, but nothing is expected on a large scale.

New Crop Outlook Varies from 1957

All of March was dominated by this sharp contrast between old and new crop thinking, illustrating the marked difference in outlook from a year ago when severe drouth damage in the Southwest through early March threatened to cut production. By comparison, the 1958 crop was planted under ideal growing conditions, and has been improved by excellent winter coverage and ample moisture. Overlapping at this time of old and new crop thinking has given rise to some problems which have not been conducive to flour buying. For one, mills still find their operations dependent upon the old crop basis of tight supplies, rising wheat costs and a millfeed return that was low most of the crop year and only began to show life after the turn of calendar to 1958.

Old crop flour and wheat prices, as a result, were steady up through the last week in March because of these persistent reports of a "free wheat" shortage before June 30. This line of thinking began to weaken, however, as the basis for futures trading was shifted from March to May without undue difficulty in fulfilling commitments for March delivery. The distinct possibility of such a shortage still exists, and has a tendency to keep flour prices firm. Price levels, however, have not been high enough to attract wheat from government loan programs to the open market, resulting in somewhat of a stalemate to trading at the close of the period.

Most of the foregoing factors tended to retard trading, rather than to accelerate it, during March. It is likely that this situation will continue to hamper flour buying until the new wheat crop, now gaining more atten-

tion each week, takes over completely. As a result of this mixed old and new crop situation, March closed with almost a total lack of interest in flour sales.

Flour Prices Show Strength

After sharp, sporadic increases during March due to fluctuating wheat costs and the mild run of buying early in the month, flour prices settled back. Most bakery types finished the period steady to 2¢ higher at Kansas City, while spring wheat types, as a rule, were about where they were March 1. Sales during the month were, however, on the basis of attractive price concessions as in previous buying periods, while nominal quotations remained 20 to 30¢ higher.

Cash Wheat Prices Close Out Strong

Cash wheat prices at Kansas City continued to rise during most of March, as in February, reflecting the trade thinking about the shortage of supplies in the remaining months of the crop year. Cash wheat at Kansas City dipped 3 to 5¢ in the week ended March 24, indicative of a change of thinking about the prospective shortage. But the market still closed the month several cents above March 1. Cash prices at Minneapolis closed the period about steady.

Futures Reflect New Crop Outlook

Wheat futures appeared to give more clues to the direction in which the flour and wheat trade was projecting its thinking in March than most other aspects of the market. Most futures contracts ended the period almost unchanged from March 1, with the exception of the July and September at Chicago, which dipped 3 to 4¢ in sympathy with the growing bearishness of new wheat forecasts.

All of the thinking about a possible 1958 Southwest wheat crop of a billion bushels appeared to be sharply focused in the extreme discount which new crop futures now occupy below old crop. The bearishness was most pronounced at Kansas City, where the July future was being quoted the last week of March as much as 20 to 25¢ under the basic May. At Minneapolis, the July was being quoted 9 to 10¢ under the May. For bakers, this discount was an incentive to sit back on old bookings and await new crop flour, adding to supplies cautiously and only as needed.

Wheat Impoundings Indicate Tightness

It is reasonable to expect some tightness of free wheat supplies for the remainder of the crop year. Although total 1957 wheat stocks of 254.9 million bushels placed under loan through Jan. 31 were only .7% more than a year ago, the amount entered in the last two weeks prior to the Jan. 31 deadline was much larger than expected, thereby augmenting a situation that was already tight. Cash wheat prices at the major markets, too, ended the period several cents below levels at which it would become desirable to remove wheat from government support programs for sale on the open market, another factor favoring continuation of the tight old crop supply situation.

BUFFALO BAKERS MEET

BUFFALO—The March meeting of the Greater Buffalo Retail Bakers Assn. was held in MacDoel's Restaurant. Members heard a report on plans of the Buffalo association to attend the annual convention of the state association at Lake George. Other matters taken up during a business meeting included a discussion of the new "Sink Law," as it affects the baking industry, plans for Easter merchandising, and a new technique in cake decorating.

Summary of Flour Quotations

March 29 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.90@6.25	6.06@6.23	6.06@6.23	6.06@6.23	6.06@6.23
Spring high gluten	5.80@6.15	5.86@6.03	5.86@6.03	5.86@6.03	5.86@6.03
Spring short	5.80@6.15	5.76@5.93	5.76@5.93	5.76@5.93	5.76@5.93
Spring standard	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Spring first clear	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Hard winter short	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Hard winter standard	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Hard winter first clear	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Soft winter short patent	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Soft winter standard	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Soft winter straight	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Soft winter first clear	5.40@5.85	5.27@5.52	5.27@5.52	5.27@5.52	5.27@5.52
Rye flour, white	5.28@5.33	5.28@5.33	5.28@5.33	5.28@5.33	5.28@5.33
Rye flour, dark	4.53@4.58	4.53@4.58	4.53@4.58	4.53@4.58	4.53@4.58
Spring high gluten	6.91@7.01	6.85@6.95	6.85@6.95	6.85@6.95	6.85@6.95
Spring short	6.71@6.81	6.65@6.75	6.65@6.75	6.65@6.75	6.65@6.75
Spring standard	6.41@6.71	6.55@6.65	6.55@6.65	6.55@6.65	6.55@6.65
Spring first clear	6.00@6.30	6.45@6.55	6.45@6.55	6.45@6.55	6.45@6.55
Hard winter short	6.58@6.68	6.35@6.45	6.35@6.45	6.35@6.45	6.35@6.45
Hard winter standard	6.43@6.53	6.25@6.35	6.25@6.35	6.25@6.35	6.25@6.35
Hard winter first clear	6.43@6.53	6.25@6.35	6.25@6.35	6.25@6.35	6.25@6.35
Soft winter short patent	6.73@6.77	6.73@6.77	6.73@6.77	6.73@6.77	6.73@6.77
Soft winter standard	5.85@6.10	5.85@6.10	5.85@6.10	5.85@6.10	5.85@6.10
Soft winter straight	6.20@6.52	6.20@6.52	6.20@6.52	6.20@6.52	6.20@6.52
Soft winter first clear	5.02@5.45	5.02@5.45	5.02@5.45	5.02@5.45	5.02@5.45
Rye flour, white	5.65@5.80	5.65@5.80	5.65@5.80	5.65@5.80	5.65@5.80
Rye flour, dark	4.89@4.94	4.89@4.94	4.89@4.94	4.89@4.94	4.89@4.94

*100-lb. papers. #Bakery wheat flour in 100-lb. papers.

Stock Market

THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	Mar. 21, 1957	Mar. 28, 1958
—1957-58—	High	Low
Am. Bakeries Co.	39 1/2	34 1/2
A-D-M Co.	35 1/2	29
Borden	67 1/2	60 1/2
Cont. Baking Co.	34 1/2	27 1/2
Pfd. \$5.50	104	99
Corn Pr. Ref. Co.	42 1/2	33 1/2
Pfd. \$7	168 1/2	159
Dow Chemical	59 1/4	52 1/2
Gen. Baking Co.	11 1/2	9 1/2
Pfd. \$8	139	125
Gen. Foods Corp.	57	48
Gen. Mills, Inc.	70	60 1/4
Pfd. 5%	116 1/2	112 1/2
Merck & Co.	49 1/4	36 1/4
Pfd. \$4	140	109 1/2
Natl. Biscuit Co.	47 1/4	41 1/4
Pfd. \$7	168	158 1/2
Pfizer, Chas.	65 1/4	49 1/4
Pillsbury Mills, Inc.	49 1/4	42 1/2
Procter & Gamble	60 1/4	55
Std. Brands, Inc.	47 1/4	40 1/4
Sterling Drug	34 1/4	29 1/4
Sunshine Bisc.	83 1/4	72
Un. Bisc. of Am.	35 1/4	31
Victor Ch. Works	31	23 1/2
Ward Baking Co.	14	11 1/2

	Bid	Asked
Merck & Co., \$3.50 Pfd.	78	83
Pfizer, Chas., Pfd.	99 1/2	101
Pillsbury Mills, Inc., \$4 Pfd.	94	96 1/2
Un. Bisc. of Am., \$4.50 Pfd.	99	100 1/2
Victor Ch. Works, \$3.50 Pfd.	77 1/2	79 1/2
Ward Baking Co., \$5.50 Pfd.	86	87 1/2

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	Mar. 21, 1957	Mar. 28, 1958
—1957-58—	High	Low
Burby Bisc. Corp.	4 1/4	3 1/4
Gr. A&P Tea Co.	299 1/4	241
Hathaway Bak.	3 1/4	2 1/4
Inc., "A"	30 1/4	27
Horn & Hardart Corp. of N. Y.	120	115 1/2
Pfd. \$8	69	56
Wagner Baking Co., Pfd.	27 1/4	24 1/4
Wallace & Tiernan Inc.	25 1/4	25 1/2

	Bid	Asked
Horn & Hardart Corp. of New York, \$5 Pfd.	98	99 1/2
Omar, Inc.	10 1/2	11
Wagner Baking Co.	2 1/2	3

CANADIAN STOCKS

	Mar. 14, 1957	Mar. 21, 1958
—1957-58—	High	Low
Canada Bread	3.50	2.50
Pfd. B	55	45
Can. Bakeries	5.50	4
Can. Food Prod.	3.50	2.50
A	8 1/4	7
Pfd.	50	35
Catell Food, A	32	19
B	41	34
Cons. Bakeries	8	5 1/2
Pfd.	28 1/2	25
Gen. Bakeries	6.50	4.75
Std. Brands	39	39
Weston, G., A	27 1/2	17 1/2
B	28	17 1/4
Pfd. 4 1/2%	93 1/2	78

*Less than board lot.

Rocky Mt. Bakers To Meet June 6-8

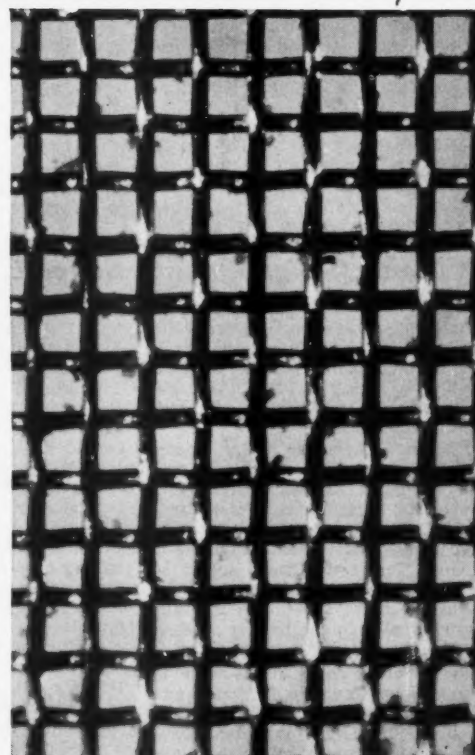
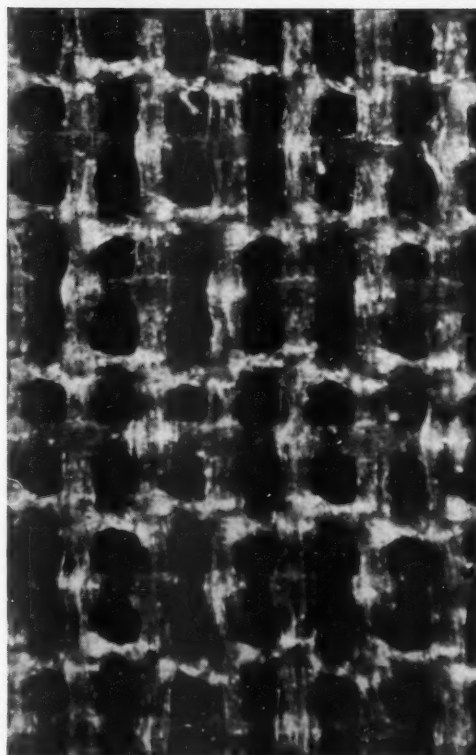
COLORADO SPRINGS, COLO.—A tentative program, along with a reminder to make registrations early, has been sent regarding the 32nd annual convention of the Rocky Mountain Bakers Assn. to be held at the Broadmoor Hotel here June 6, 7 and 8.

The preliminary program provides for registration and the annual golf tournament Friday, June 6; business sessions, the cocktail party and dinner dance Saturday, June 7, and more business sessions early Sunday, June 8, until the final luncheon and adjournment at about noon.

The golf committee is tentatively planning a "brunch" about 10 or 10:30 a.m. June 6 to permit teeing off early for the golf tournament. Players planning to register for the tournament are advised to do so early to permit the committee to schedule tee-off times and pairings.

Everybody
talks
uniformity...

Atkinson
delivers it!



MICROPHOTOS OF SAME SIZE SILK AND STAINLESS STEEL BOLTING CLOTH

STAINLESS STEEL sifting gives more uniform particle size than silk. That's one reason Atkinson switched to stainless steel (right) years ago—to give your flour more *uniform* handling and baking properties.



Don't take less than you can get from **ATKINSON**

ATKINSON FLOUR FOR BAKERS ONLY . . . MINNEAPOLIS

Chicago Bakery Installs Bulk System



NEW BULK SYSTEM—Heralding the arrival of the first Airlide bulk car flour delivery to Burny Bros., Inc., Chicago are, left to right, Allen A. Herbert of the Johnson & Herbert Co.; Charles R. Hoyt, president of Tennant & Hoyt Co., Lake City, Minn.; Ray Gingle, Burny engineer; C. J. Burny, president of Burny Bros.; and William Powers, assistant to the president, Burny Bros.

CHICAGO—Burny Bros., Inc., baker, on Chicago's west side, has completed installation of a bulk flour handling system and has received its first shipment of 100,000 lb. flour from an Airlide car. The installation enables flour to be shipped directly from the mill into the actual dough mixers without any manual handling.

From the initial hook-up on the railway siding, 100,000 lb. flour can be unloaded at the plant in four hours. The plant has eight 110,000 lb. storage bins.

Stainless steel tubes form a network throughout the 200,000 sq. ft. plant and flour is fed automatically

to any work center as needed. Nerve center for this flow-control operation is the electronic brain operating panel in the engineering section.

This panel tells at a glance which bins flour is being drawn from, it also indicates the high and low levels of flour contained in each bin. Two flours are drawn at one time, one a Southwest and one a Northwest, for the purpose of blending into one flour. This takes place when the two flours are blown into a dump bin and then run through a rotocloner, or filter, and then into a 20,000 lb. holding bin from which the dough mixer draws his flour as needed.

Lipids May Hold Key to Improvements In Making High Quality Baked Goods

ALBANY, CAL.—Lipids, mysterious fat-like substances in wheat flour, may hold the key to improvements in making high quality baked goods, according to scientists of the U.S. Department of Agriculture research laboratories at Albany.

Research aimed at fuller understanding of the composition of wheat flour lipids and their relationship to other flour constituents is under way at USDA's Western Utilization Research and Development Division in Albany. This work has resulted so far in a number of findings about the nature of these substances and the role they play in the baking process.

Lipids in wheat flour, like those found in other foods, are soluble in fat solvents, insoluble in water and have a greasy feel. Although they comprise (by weight) only about 1.5% of flour, they greatly affect its quality, baking behavior and storage stability.

Wheat flour lipids are of three types—simple fats, compound lipids and derived lipids. Identification of lipid constituents is necessary in defining the role of each type in baking. This identification is complicated because the amount of lipids, and the proportions of the different types, vary with the source of the wheat and with the age of the flour and the treatment it has been given in milling.

Only about 60 to 80% of lipids can be easily extracted from flour. This degree of lipid removal does not hurt the flour's bread-baking properties if

no shortening is used in the dough mix. But if shortening is used, bread loaves made from the extracted flour are small and hard. The reason for this is still unknown, but it shows that present day shortenings cannot replace natural wheat lipids. Removing all the lipids from flour drastically reduces the loaf size and quality of bread made from it.

Lipids tend to change more rapidly than any other constituent in flour. Controlled oxidation can improve the baking properties of flour, but if oxidative changes go too far, the baked goods become rancid and lose texture and flavor.

Continued research on lipids and other wheat flour constituents at USDA's Albany laboratory is aimed at further clarification of how these substances may contribute to unexplained difficulties in commercial production of bread, cakes, cookies and other baked goods.

BAKERY FOUNDER "KEEPS 'EM FLYING"

LITTLE ROCK, ARK.—Charles T. Meyer, Sr., founder and chairman of Meyer's Bakeries, Little Rock, Ark., celebrated his 70th birthday recently by flying his airplane over the Little Rock area. Mr. Meyer received his private pilot's license in an old World War I plane in 1928, and now pilots a new Beechcraft Bonanza, the fourth plane he has owned.

South Carolina Bakers Council Elects Officers

COLUMBIA, S.C.—O. L. Cross, American Bakeries Co., Florence, S.C., has been elected president of the South Carolina Bakers Council, Inc., succeeding Hamlin Gleaton, Claussen's Bakery, Greenville, S.C. Election was held at the recent annual meeting held at Columbia.

Also elected were: J. A. Arnau, Southern Bakeries Co., Greenville, vice president; and J. W. Weed, Claussen's Bakeries Co., Columbia, treasurer; and the following directors: Hamlin Gleaton, retiring president; Lee Nason, Colonial Baking Co., Augusta, Ga.; Walter Carroll, Holsum Baking Co., Gastonia, N.C.; and Herman Bremer, Claussen Baking Co., Charleston, S.C. Harlan B. Stout, executive secretary, was reappointed to begin his 12th year. During the business session Mr. Stout gave a brief report on state legislative action on workmen's compensation, sales and use tax laws, business license laws, and a minimum wage bill now pending.

Display Program

President-elect Cross reported on recent activities of the display program committee, including a recommendation that the program of the council be kept as it has been, except for minor changes. The display program provides for keeping two field men at work full time in retail outlets improving bread and cake displays.

The pros and cons of standard loaf legislation were discussed, but no action was taken.

Council cooperation with the recent state food conference was discussed, and the work of the South Carolina Nutrition Committee was outlined by the executive secretary. Relations of the council with people in the state health department, state home economics department, state department of education and other people in positions of opinion molding were reviewed.

The council also voted to continue a modest assessment for another year to continue its work.

An invitation was extended by Mr. Carroll, president of the Bakers Association of the Carolinas, to attend the BAC convention at Myrtle Beach, S.C., June 16-18. It was decided to hold an official council meeting at this convention.

The 1959 annual meeting of the council was set for March 19, at Columbia.

Bernard H. Pepper Appointed Eckhart Division Manager

CHICAGO — Bernard H. Pepper, formerly associated with Flour Mills of America, Inc., has been appointed a divisional sales manager for Eckhart Milling Co., Chicago, according to an announcement by M. D. Craft, vice president.

Mr. Pepper's duties will be in a supervisory capacity on outside trade connections for the Eckhart organization, Mr. Craft said. Mr. Pepper had been associated with FMA in Kansas City and St. Louis, for the past 11 years.



Blair Hackney

Pillsbury Names Blair Hackney

MINNEAPOLIS — Blair Hackney has been appointed regional manager for bakery flour sales in Pillsbury Mills, Inc., bakery products division, it was announced by B. F. Cruzen, manager of bakery flour sales. Mr. Hackney will maintain headquarters in Kansas City.

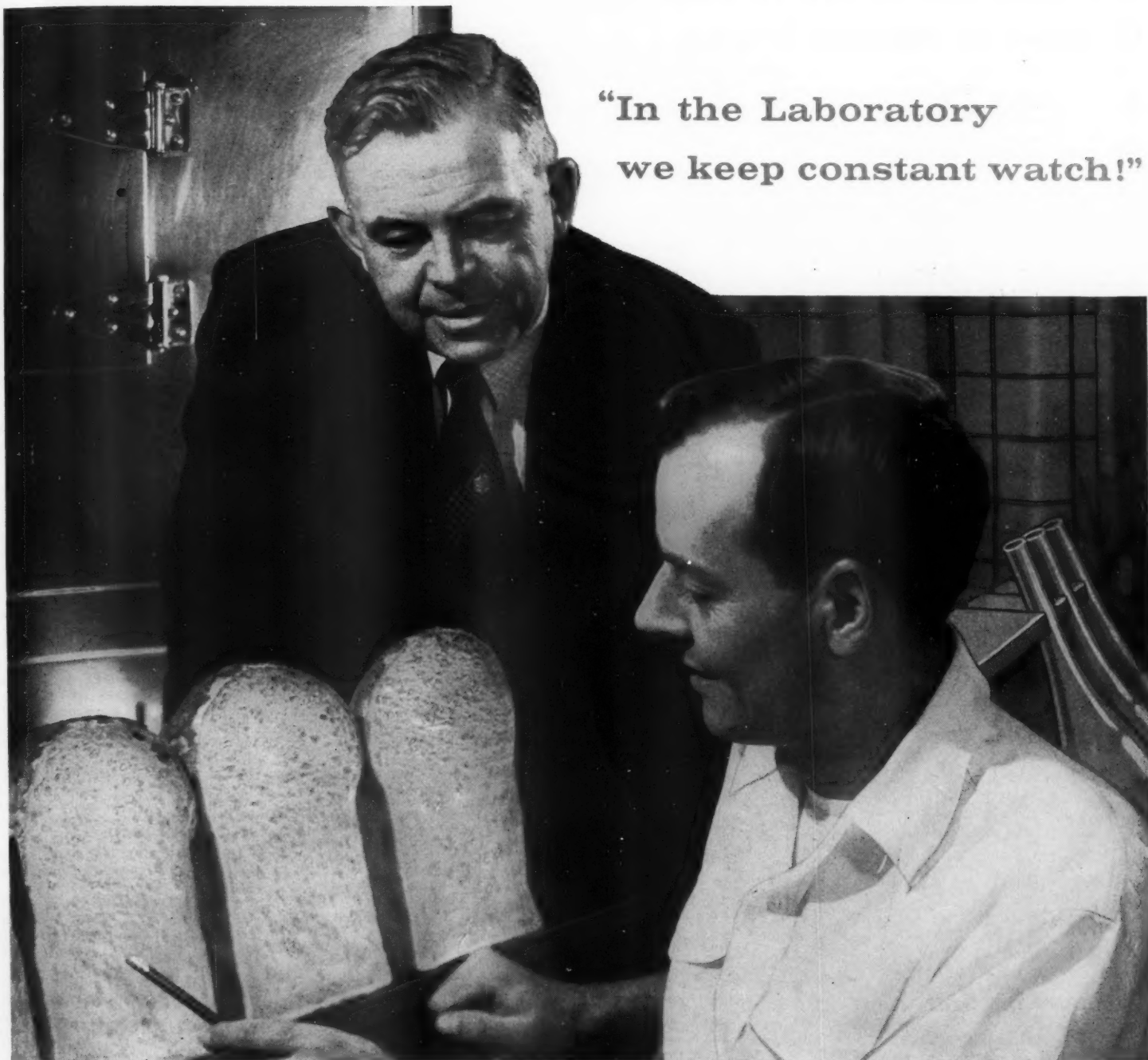
In addition to supporting headquarters on the sale of hard winter wheat bakery flours, Mr. Hackney will be responsible for the sale of bakery flours and bakery mixes to a selected list of bakery accounts.

Mr. Hackney is a graduate of the milling school at Kansas State College. He was associated with the Blair Milling Co., Atchison, Kansas, for six years and with Acme-Evans Co., Inc., Indianapolis, Ind., for two years before joining Pillsbury. He came to Pillsbury's bakery products division in 1954.



Louise K. Buell

ANNIVERSARY—Last month Louise K. Buell, celebrated her 15th anniversary with the Bakers Club of Chicago, with the past several years as executive manager. Operations of the club under her managership have culminated in elaborate new quarters in the penthouse of the Hotel Sherman, as the Bakers Club enters its 51st year.



**"In the Laboratory
we keep constant watch!"**

Norton Risdal, Director of Products Control, shows samples of the test bake to "Mr. American Farmer" on his tour of the King Midas Offices in Minneapolis.

Here in the Laboratory we keep a constant vigilance to make sure that King Midas quality is maintained. Our Laboratory is more than just an array of the most modern testing equipment. We

check our finished product with the latest scientific equipment and then a top group of executives, with an aggregate of 106 years of King Midas experience, judges the finished bake everyday. They add their years of experience to the ability of modern scientific equipment to insure the uniformity and quality of King Midas Flour.

***King Midas* FLOUR MILLS**
MINNEAPOLIS  MINNESOTA

World symbol
of the fight
against TB



AIB Looks Back on First 10 Years Of Sanitation Inspection Program

CHICAGO—Ten years of sanitation service to the baking industry will be observed in April by the department of bakery sanitation of the American Institute of Baking.

On April 1, 1948, the first sanitation inspection was made by AIB, and by the end of that year 49 inspections had been made by three field sanitarians. Ten years later, by

the end of 1957, eight sanitarians had made a total of 516 inspections for the 430 bakeries, flour mills, ingredient manufacturers and other allied cereal industries participating in the program.

Louis A. King, Jr., director, celebrated his 10th anniversary with the department March 15. Joining AIB in 1948, Mr. King helped organize the

sanitation inspection program and was the department's first field sanitarian.

Since its inception, the institute's inspection program has been commended not only by program participants, but also by the Food and Drug Administration, local regulatory agencies and other food industries as an excellent example of self-regulation within an industry to raise sanitation standards through action on the part of the industry itself rather than an outside agency.

George P. Larrick, commissioner of food and drugs, U.S. Department of



Health, Education, and Welfare, in his address before the institute's annual meeting in 1954, commented, "It is our view that the inspection service provided by the department of bakery sanitation has made an important contribution to the tremendous improvement in bakery sanitation which has taken place over the years. . . . We are convinced that the present generally excellent sanitary practices in the American baking industry have been in no small measure brought about by this department. By the same token it has made a substantial contribution to your public relations, to your standing in relation to government and, all in all, demonstrated the great value of self-regulation by an important industry."

The rapid growth and increasing importance of the inspection program have been recorded in news items from the Institute News, which is published every other month by AIB. The News followed Mr. King's appointment in 1948 with a report one year later that the department "now" has four men with a total of 35 years experience in inspecting food processing plants. In 1949 the News announced that the department had grown to seven professional and six clerical employees. In 1951 it reported the inauguration of a new service to offer AIB assistance in forming in-plant sanitation committees. At the end of 1951 the News noted the fact that 367 baking plants had been inspected during the year, bringing to a total of 1,200 the number of inspections made since the department had been formed.

The department made its 1,510th inspection April 1, 1953, marking the completion of five years of the inspection training program.

—BREAD IS THE STAFF OF LIFE—

Arkansas-Oklahoma Bakers to Stress Sales May 25-27

HOT SPRINGS, ARK. — The emphasis will be on "Ring Up More Sales" when the Arkansas-Oklahoma bakers' convention convenes at the Arlington Hotel here May 25-27. The opening session Sunday afternoon, May 25, will be devoted to all phases of retail sales, advertising, purchasing and production problems.

According to John C. Summers, session chairman, opening day topics will include the following: "Packaging and Pricing Retail Bakery Products," by John Tindall, Waxed Paper Merchandising Council, Inc.; "Refrigerators for Retail Bakers, and Their Advantages," by Clyde H. Stephens, Jr., Federal Refrigerator Mfg. Co.; and "Fancy Cookies for Retail Bakers," by George Richter, Wesson Oil & Snowdrift Sales Co.

The convention will include a baked foods display, arranged by Walter Koehler, Jr., Koehler Bakery, and Dennis Green, Pollock Paper Co.; and a fancy cookie display by Mr. Richter.

Bakers are advised to make their reservations directly with the Arlington Hotel.



COME SEE

NEW

PRODUCTS • MACHINES
INGREDIENTS • MERCHANDISING IDEAS

For the first time . . . all the time you need for stimulating panel discussions and merchandising skits—for product displays, demonstrations, idea-laden exhibits and bakery visits.

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NEW YORK!**

If you're looking for thrilling things to do and sensational sights to see, you'll find them all in New York City . . . the mighty and amazing metropolis that offers you everything!

Look for us . . . we'll be there at Exhibit 29, 30 and 78
ASSOCIATED RETAIL BAKERS OF AMERICA Convention
New York, N. Y. — April 27, 28, 29, 30 — 1958

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"It all starts down on the farm"

We're hard to fool on wheat. We grew up in the world's greatest wheat country. And now Russell-Miller has mills in the heart of many wheat growing areas. So it's easy for us to keep close tab on wheat crops. We know where the best wheat is . . . when to buy it. And with the tremendous reserves in Russell-Miller elevators you never have to settle for second best. Give us a call next time. You give your formulas every break when you use Russell-Miller Bakery Flours.

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Specialists in the milling of fine flours



RUSSELL-MILLER Milling Co., Minneapolis 15, Minnesota: Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Two Committees Appointed by ABA To Study Industry

CHICAGO—Two new committees have been formed by the American Bakers Assn. to provide additional service to members and the baking industry generally, William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA chairman, announced in releasing to members lists of all 1958 ABA committees.

Newly formed are the industry statistics and data processing committees. The statistics committee will review industry information assembled by the association, such as bread and cake volume reports and government reports relating to the industry.

The data processing committee is still in the formative stage, but its primary function will be to explore new developments which will provide better management control information on distribution costs more quickly at less cost. This committee will study the potential for mechanized or electronic data processing in the in-

dustry; it will determine whether equipment is available for such use and, if not available, the committee will contact tabulating equipment companies to discuss development of such equipment.

Chairman of the industry statistics committee is R. H. Way, Way Baking Company, Jackson, Mich. Committee members include Jesse A. Dietzen, Dietzen's Bakeries, Inc., Kokomo, Ind.; E. H. Goldsmith, Peter Wheat Bakers, Inc., Joliet, Ill.; William F. Goodale, Jr., Berwick Cake Co., Boston; Oswald F. Jaeger, Jr., Oswald Jaeger Baking Co., Milwaukee; R. H.

Jennings III, Palmetto Baking Co., Inc., Orangeburg, S.C.; G. L. Jordan, Jordan Bakers, Inc., Topeka, Kansas; H. W. Kilpatrick, Kilpatrick's Bakery, San Francisco; Frank J. Mack, Mack Baking Co., Inc., Brewer, Maine; Morgan Pennington, Pennington Bros., Inc., Cincinnati; J. R. Quigg, Richmond Baking Co., Richmond, Ind.; Curtiss H. Scott, Grocers Baking Co., Louisville; Harry Shipley, Jr., Shipley Baking Co., Fort Smith, Ark.; Gordon Smith, Smith's Bakery, Inc., Mobile, Ala.; and William F. Thie, Virginia Bakery, Cincinnati.

Data Committee Head

C. S. Webster, National Biscuit Co., New York, is chairman of the data processing committee. Members include E. J. Bentley, Southern Bakers Co., Atlanta, Ga.; Robert S. Coons, Interstate Bakeries Corp., Kansas City; Archie T. Downie, the W. E. Long Co., Chicago; D. W. Ford, C. J. Patterson Co., Kansas City; Connie B. Lane, Jr., Campbell Taggart Associated Bakeries, Inc., Dallas, Texas; John E. Lang, American Bakers Cooperative, Inc., Teaneck, N.J.; J. A. McBride, Jr., Omar, Inc., Omaha, and John Thies, Quality Bakers of America Cooperative, Inc., New York.

The 1958 nominations and elections committee consists of Chairman Russell E. Duvernoy of Duvernoy & Sons, Inc., New York, ABA vice president; and members, John A. Kreiling, Community Baking Co., Inc., Cumberland, Md., and Victor E. Wendelin, Wendelin Baking Co., Lincoln, Neb.

Sanford V. Epps of H. H. Claussen's Sons, Inc., ABA vice president, Augusta, Ga., was named general chairman of the 1958 convention committee. Assisting him will be the following branch chairmen: Wholesale bread, Harold L. Budde, Purity Baking Co. of Illinois, Decatur; wholesale cake, Richard J. Levy, Kingston Cake Co., Inc., Kingston, Pa.; wholesale pie, O. J. Laymon, Bowie Pies, Inc., Los Angeles; home service, Maurice B. Clark, Colonial Baking Co., Inc., Grand Rapids, Mich.; multiple-unit-retail, Thomas H. Flood, Burny Bros., Inc., Chicago; young bakery executives, Paul V. Dwyer, Firch Baking Co., Erie, Pa.; and retail branch, John H. Bolchert, Bolchert's Bakery, Chicago.

Other Chairmen

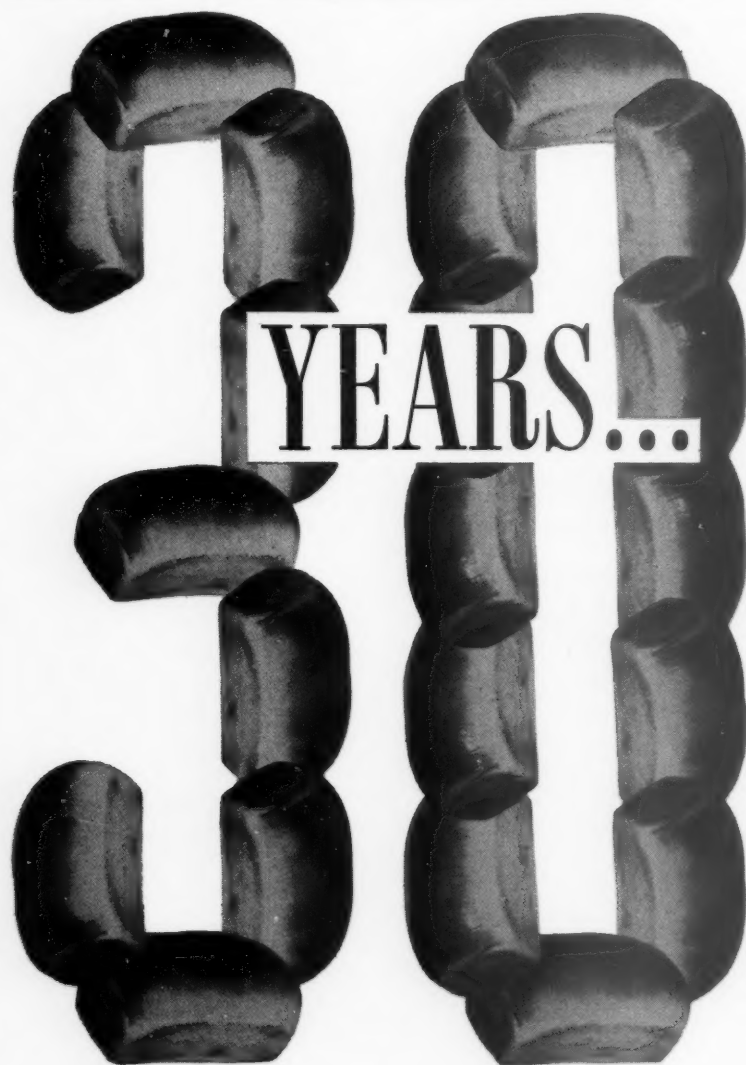
Other 1958 chairmen of ABA committees include D. H. O'Connell, American Bakeries Co., Chicago, industrial relations; James J. Bresnahan, Interstate Bakeries Corp., Kansas City, special study; George H. Coppers, National Biscuit Co., New York, national affairs; Fred L. Cobb, Cobb's Sunlit Bakery, Inc., Green Bay, Wis., baker-miller; L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., baker-dairy; Karl E. Baur, Liberty Baking Co., Pittsburgh, 1961 baking industry exposition; and Frank J. Wirken, Interstate Bakeries Corp., Kansas City, safety committee. Mr. Clemens is chairman of the program planning committee.

In announcing committee membership, Mr. Clemens stated: "Every member of the association's board of governors now is serving on at least one committee. We believe this to be a healthy situation, resulting in an equitable distribution of authority and work."

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SPRING.. HARD WINTER.. SOFT WHEAT

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COMPANY
BEARDSTOWN, ILLINOIS**



*"...of ceaseless
effort
to produce
a uniform
all-purpose
yeast
and to
constantly
improve
its service
to the
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America."*

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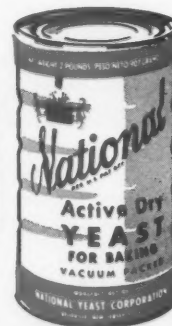
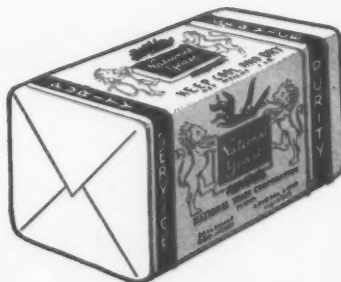
Eastern Division Office:

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STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly—a remarkable pair!

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A FEW CHOICE TERRITORIES AVAILABLE FOR AGGRESSIVE REPRESENTATIVES

'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

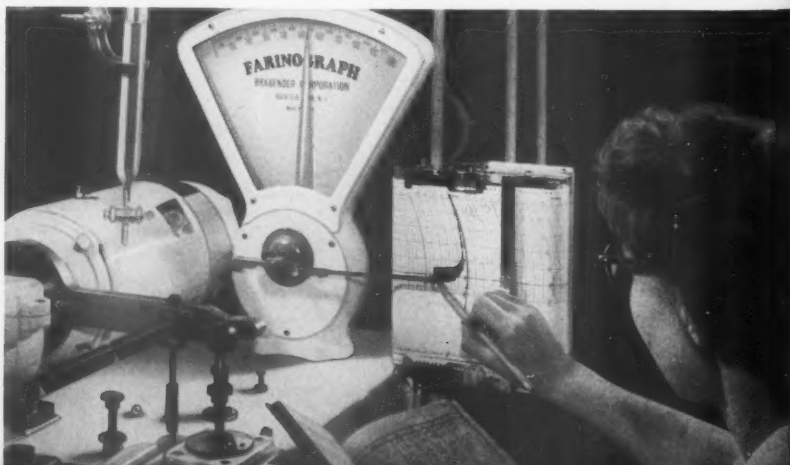
Even double checking is not enough for the
Pillsbury quality control department; these flour "detectives"
leave nothing to guesswork



Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop.

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown below compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.





It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

Full size loaves are baked from samples at many points. Over 400 *different* tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.

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... your partner in building sales!

Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Dry Milk Institute Annual Meeting Scheduled April 17, 18 in Chicago

CHICAGO—April 17 and 18 are the dates for the 33rd annual meeting of the American Dry Milk Institute at the Edgewater Beach Hotel, Chicago. The meetings will cover such topics as nonfat dry milk sales, market development, product research and government policies affecting the industry.

The opening address will be given by R. M. Hadrath, board chairman of Maple Island, Inc., Stillwater, Minn. Results of the institute's 1957

census of distribution of dry milks will be given by H. F. Paul of the institute staff. Other Thursday morning speakers will be F. D. Stone, Land O'Lakes Creameries, Inc., Minneapolis, and E. A. Pool, Dairymen's League Cooperative Assn., Syracuse, N.Y.

Afternoon speakers will include D. R. Stroebe, Foreign Agricultural Service, U.S. Department of Agriculture, Washington; H. S. Wagner, Pet Milk Co., St. Louis; M. J. Swort-

figuer, bakery service, ADMI; and S. T. Coulter, University of Minnesota, St. Paul. The institute's annual business meeting will be held at the conclusion of the first day's program, about 3:20 p.m.

Speakers for the second day include D. S. Anderson, Commodity Stabilization Service, USDA, Washington; E. F. Koller, University of Minnesota; C. M. Fistere, institute legal counsel, Washington; and T. G. Stitts, H. P. Hood & Sons, Boston.

The final gathering will be for the annual luncheon at noon, April 18, in the Polynesian Village. Mr. Hadrath will be master of ceremonies.

BEMA Plans Convention June 19-23

NEW YORK—The annual meeting of the Bakery Equipment Manufacturers Assn. will be held at the Biscayne Hotel, Key Biscayne, Miami, Fla., June 19-23 and, according to the preliminary program, it promises a full agenda of business meetings, recreation and other activity.

Registration fees have been set up at \$25 each for men and women and \$10 each for children. The fees are all inclusive and cover participation in all BEMA features except as otherwise provided by policy. Hotel rates are on the full American plan.

A limited number of single, double and suite accommodations have been reserved, and will be filled on a first-come, first-served basis as received at BEMA's executive offices, 511 Fifth Ave., New York 17, N.Y. Registration forms should be forwarded along with a check for \$50 a person (\$35 in the registration of children.) The registration includes a \$25 credit for each person to assure hotel accommodations.

A preliminary program follows:

Thursday, June 19

8-10 a.m., breakfast; 10 a.m., committee meetings and informal conferences; Noon, luncheon; 2 p.m., board of directors meeting, Gables Room; 4 p.m., public relations committee meeting, BEMA suite; 6-7 p.m., "President's Reception," patio; 7:15 p.m., dinner; 9 p.m., "Caribbean Night," Cape Florida Room, Calypso music, entertainment and dancing.

Friday, June 20

8-9:30 a.m., breakfast; 9:30 a.m., first business session, Santa Marta Room; ladies' bathing in ocean or pool, pitch & putt golf, shuffleboard and tennis; 11:30 a.m., nominating committee meeting; Noon, luncheon; 1:30 p.m., BEMA explores the fabulous "Vizcaya" (buses leave promptly); deep sea fishing, golf at the Biltmore Club and general recreational activities will also be offered; 6-7 p.m., "Aloha Party," patio terrace; 7:30 p.m., "Hawaiian Night," on the ocean beach; dinner, music and entertainment.

Saturday, June 21

8-9:30 a.m., breakfast; 9:30 a.m., second business session, Santa Marta Room; Ladies' Pitch & Putt Golf Tournament and other recreational activities; Noon, luncheon; 1:30 p.m., Miami Beach tour of parrot jungle (buses leave at 2 p.m.); Alternate A, BEMA golf tournament, Biltmore Club; Alternate B, BEMA fishing tournament; 6-7 p.m., "Key Biscayne Party," patio; 7:15-9 p.m., buffet dinner; 8 p.m., "Key Biscayne Night," Cape Florida Room, music and dancing.

Sunday, June 22

7-9:30 a.m., breakfast; 8:30 a.m., church services; 10:30 a.m., third business session, Santa Marta Room; 12:30 p.m., luncheon; 1:30 p.m., board of directors meeting; 2 p.m., afternoon open; 6 p.m., "annual meeting party," patio and pool terrace; 7:15 p.m., "association annual banquet," Cape Florida Room, music, entertainment and dancing.

There will be a breakfast served from 8 to 10 a.m. Monday, June 23, prior to departure.

A RECOGNIZED MARK OF EXCELLENCE FOR EIGHTY-ONE YEARS



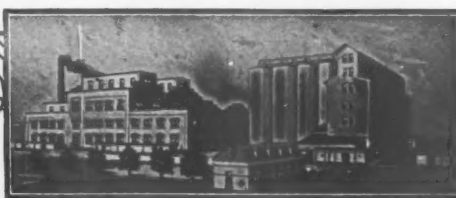
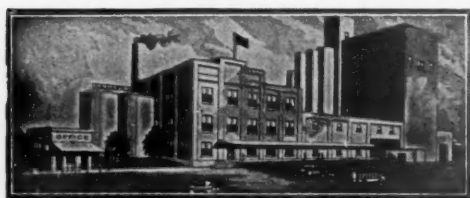
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

Smooth texture and good eating qualities—that is what today's bread buyer expects and HUNTER flours have many fine qualities that help toward achieving this goal in your loaf. Milled from choice hard winter wheats and baked by skillful milling and laboratory control, HUNTER flours always meet the test of superior shop performance.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY



Add more "fresh" flavor to your cakes
 ...add Fleischmann's *Frozen Eggs*

"Down on the farm" freshness is captured in every pound of high quality Fleischmann Frozen Egg Products.

Careful selection and processing

Rigid quality specifications are precisely followed, to give your baked foods more delicious flavor and more appetizing appearance.

Better baking qualities: Fleischmann Frozen Eggs give you greater volume ... produce cakes with the "just-right" texture and color which attract sales.

Use Fleischmann's "Vol-Tex" Egg Product and Fleischmann's "Vol-Whip" Egg White—for all your Baking needs.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

Fleischmann is First



... in frozen eggs for bakery needs



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Flours**



Quality



IS A WORD YOUR CUSTOMER CAN TASTE!

Be sure of better-tasting, better-selling cakes and pastries with



- GENUINE ALMOND PASTE*
- MACAROON PASTE
- KERNEL PASTE
- MARSHMALLOW CAKE FILLER
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Relied on throughout 85 years
...throughout the baking trade

WRITE FOR FREE COPY
of our sales-slanted booklet
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HENRY HEIDE, Incorporated
313 Hudson St., New York 13, N. Y.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 37 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. A baker using "green" flour for bread making should reduce the salt in his formula.
2. In cake baking, the temperature of the ingredients is not of great importance.
3. Egg whites used in hard rolls will assist in producing a brittle crust.
4. Caving in of the tops of pullman bread can be eliminated by placing the loaves upside down on the racks after they are removed from the oven.
5. The natural sugar found in milk is known as lactose.
6. A short patent flour contains a greater amount of protein than whole wheat flour.
7. To prevent patty shells tipping over during baking, place a greased sheet of paper on before placing them in the oven.
8. Soda crackers are made by using the straight dough method.
9. For best results, the eggs should be beaten on medium speed when making sponge cakes.
10. It is not necessary to place angel food cakes in the oven immediately after the batter has been placed in the pans.
11. To obtain a reddish tint to the crumb color of devils food cakes, it is a good idea to increase the soda content in the formula.
12. When yeast is stored at a temperature of about 40°F., growth of the yeast plant practically ceases.
13. It is not advisable for the average baker to make his own candied lemon and orange peel to be used in baked foods.
14. It will require 5 oz. soda bicarbonate to neutralize invert syrup that has been made by using 5 oz. cream of tartar.
15. Using either vegetable or animal oil in making 100% whole wheat bread will produce greater volume than stiff lard or hydrogenated shortening.
16. White rye flour has a more pronounced flavor than dark rye flour.
17. Residue left from baking powder used in baked foods is harmful to the human system.
18. Lady fingers should be baked immediately after they have been deposited and sugared.
19. Using too coarse a granulated sugar in making pound cakes is often the cause of white spots on the surface of the cakes after they have been baked.
20. When 10% dextrose (corn sugar) is used in an angel food cake mix, replacing 10% granulated sugar, no effect will be noticed on the baked cakes.

—BREAD IS THE STAFF OF LIFE—

TO MOVE OFFICES

LOUISVILLE, KY.—The executive offices of Morton Frozen Foods, a division of the Continental Baking Co., will be moved to Rye, N.Y., probably in June, and consolidated with the general offices of Continental. About 30 of Morton's employees will be moved to Rye. Another 20 will remain in Louisville, along with George E. Egger, Morton president, and the remaining workers will be released. Morton's 15-man engineering department will also remain in Louisville, said Mr. Egger.

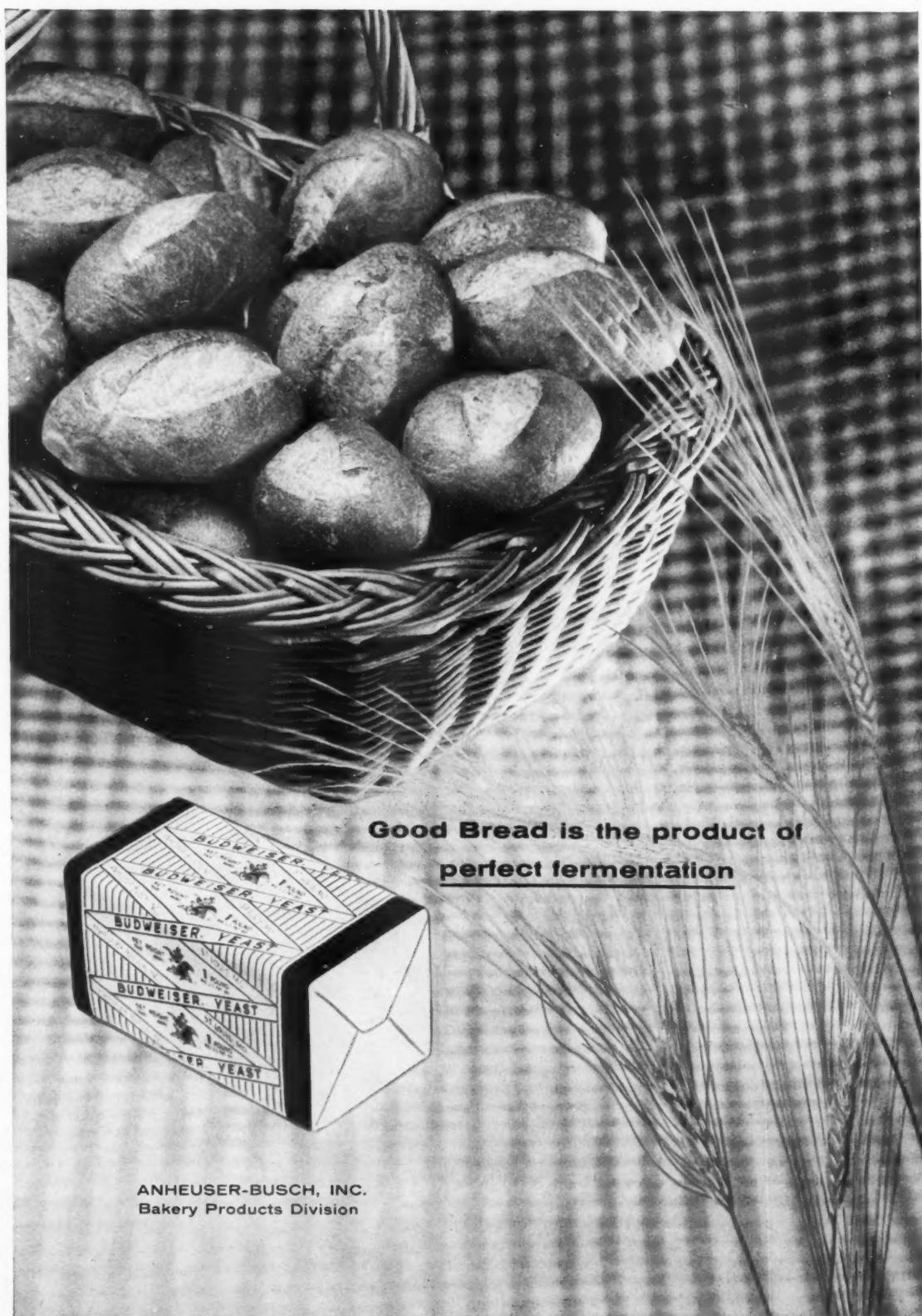


YAMS FOR BAKERS—The growing interest in Louisiana yams as a bakery ingredient has prompted the preparation of a bakers' kit of yam formulas and display cards which is available to bakers without cost. The kit contains seven 5x7 in. cards with the formula in large type on one side and an appetizing photograph of the finished product on the other. The photographs may be utilized at the point of sale as a counter card, on a window or door, or displayed on the back counter. In addition, the kit contains display cards for each of the yam bakery items which also can be used at the point of sale. Write the Louisiana Sweet Potato Advertising and Development Commission, P. O. Box 132, Opelousas, La., for as many kits as are needed.

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SOYBEAN OIL MEAL
Call **DANNEN MILLS, INC.**
St. Joseph, Mo. 3-0281

We specialize in
designing and engraving
for Millers and the Grain Trade
Holland Engraving Co.
Kansas City, Missouri

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.



**Good Bread is the product of
perfect fermentation**

ANHEUSER-BUSCH, INC.
Bakery Products Division

Ring the Baker's Doorbell

J. M. Brown has sold Brownie's Bakery, **Hoopeston, Ill.**, to James Goss of Mt. Vernon, Ind. Mr. Goss's bakery in Mt. Vernon was recently destroyed by fire.

L. O. Kuper, formerly of Oelwein, Iowa, has accepted a position as man-

ager of the Sun Mart Town and Country Bakery in **Cedar Rapids, Iowa**.

Jaeger Bros. Baking Co. of **Wausau, Wis.**, and Bauer Bakery, which operates in Upper Michigan, have been consolidated. Bread, buns and dough-

nuts will be baked at **Wausau**, while Bauer's **Iron River, Mich.**, plant will produce sweet goods and act as a sales and distribution center.

American Bakeries Co. has taken over the **Montevideo, Minn.**, routes formerly served by the Central Bak-

ing Co., which has discontinued its wholesale distribution operations.

Dixie Creme Donuts has opened an outlet at 2384 Wellesley Lane, **Upper Arlington, Ohio**. The shop will be managed by W. W. Adams, Jr.

Steve Junker has been named to the sales promotion staff of Uffelmann Baking Co., **Cincinnati**. Mr. Junker was assigned to the restaurant division, Cincinnati area.

A 1,750 ft. addition to the Town House Restaurant, **Sylvania, Ga.**, is under construction and will be used for production of pecan pies.

Nellie M. Anderson is now in charge of Voss Bros. Bakery, No. 2, 1130 E. Colfax Ave., **Denver**.

W. P. Scott will open a bakery in **Camdenton, Mo.**, in the near future.

A new bakery, R. & J. Pies, has been opened at 2003 W. Burbank Blvd., **Burbank, Cal.**, and will be managed by Mrs. Bessie Winikoff.

The Klein Supermarkets, Inc., bakery at 401 N. Third St., **Minneapolis**, has been closed.

The West Side Bakery, 931 S. Main St., **Seranton, Pa.**, has undertaken construction of a new building.

Al Welzenbach, formerly general manager of Kenwood Cake Co., has joined William A. Gitlin Co., 699 S. Westmoreland Ave., **Los Angeles**, a food brokerage firm which represents bakery suppliers.

Omar Bakery will have a retail store in the new \$3 million Market Square Shopping Center to be opened May 1 in **Lafayette, Ind.**

Cox Bakeries, which operates outlets in North and South Dakota and Minnesota, has opened a shop in **Rapid City, S. D.** It will be managed by Allan Rylance.

Jensen's Bakery is a new retail outlet opened recently at 8623 Washington St., **Denver**.

Derwin Johnsen has sold the Honey Bun Bakery, located in the Chaffee Park Shopping Center, **Denver**, to Orrin Gallea.

A new wholesale bakery, Mile Hi Pastry Shop, is now located at 2554 Champa St., **Denver**.

James V. Doyle is now operating a retail bakery at 2395 S. Irving St., **Denver**.

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AMENDT MILLING CO.

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can be costly*

The Nutritional Value of Bread

(Protein in Bread)

A Special Report from the American Institute of Baking

EDITOR'S NOTE: The following special bulletin, No. 91, is the result of research conducted by the American Institute of Baking laboratories, work which is made possible by a grant from the Max C. Fleischmann Foundation.

INTRODUCTION

The nutritional value of a food depends upon its content of carbohydrate, fat, protein, vitamins and minerals. Bread is well known as an

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energy food because it furnishes an abundance of carbohydrates from the flour, milk and sugar used in the formula. Its fat content is relatively low, averaging 3.3% in bread of 35.1% moisture. Modern interest in the nutritional value of bread now centers principally in its contribution of protein, vitamins and minerals. Research is being conducted at the American Institute of Baking to determine the nature of the proteins, vitamins and minerals in wheat, flour milled from the wheat, and bread made from this flour. This bulletin deals with the investigations on proteins. A more complete report of this research has appeared in Cereal Chemistry.

Results of this study indicate that the protein of each product (wheat, flour and bread) has an amino acid composition which is almost constant for that product despite variations in wheat source and different degrees of milling. The protein of bread made with 4% nonfat dry milk contains the essential amino acids in such proportion to one another to nearly meet the nutritional requirements of human adults. Because of this finding, and because of the large amounts of protein consumed in other foods, the supplementation of bread with specific amino acids is of doubtful nutritional value.

When proteins are eaten, they are split apart into amino acids by the process of digestion. The body in

turn reassembles the many kinds of amino acids to build its own protein structures as muscles, enzymes and hormones. Some of the amino acids can be synthesized by the human body as required. Others the body cannot synthesize at all, or cannot do so at a rate sufficient for its needs. The latter have been termed the "essential" or "indispensable" amino acids, and they must be provided by the proteins in food. For efficient utilization, the essential amino acids should be provided in a certain optimum proportion to one another because of the inability of the body to store unused portions for future use. The quality of a food protein is limited by the relative amounts of the various amino acids in its composition.

Historically, the primary interest in protein nutrition has been with food products of animal origin, partly because of the greater ease of determination of the amino acids in animal protein than in vegetable protein. Because the animal food industries have supported more nutritional research than have the other food industries, a mass of data is available on the amount of the various amino acids in meat, milk and eggs. Complete and reliable information on wheat, flour and bread has been lacking. This study by the American Institute of Baking not only will provide the amino acid composition of these products, but also will show the effects of the milling and baking processes.

Four baker's patent hard wheat flours were obtained from commercial mills, along with samples of the wheat blends from which they were derived. Two of the flour samples were from spring wheat grown in Montana, Dakota and Minnesota. One of these had a protein content of 14.5% and was a 98.5% patent; the other had a protein content of 11.9% and was an 80% patent. The other flours were from winter wheat grown in Kansas, Nebraska and Colorado. Of these, one had 11.4% protein and was a 95% patent; the other had 11.0% protein and was a 96% patent.

The Bread Formula

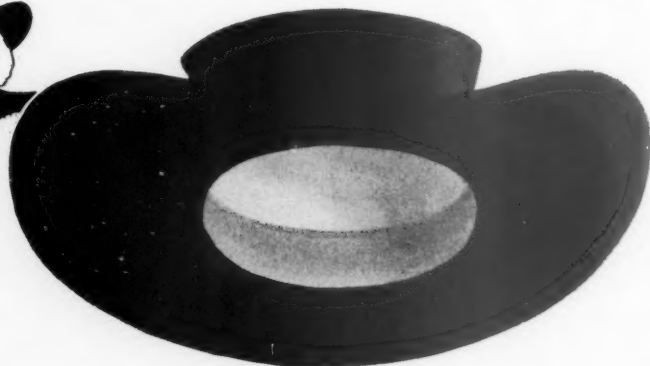
Bread was prepared with each flour at the institute by the sponge and dough procedure using a formula representative of commercial practice: 6% sucrose, 4% nonfat dry milk, 3% lard, 2% salt, 2½% yeast, 0.5% yeast food, and 0.11% calcium propionate. Vitamin and mineral supplementation was provided to meet the Standards of Identity for enriched bread.

Microbiological assay procedures were employed to determine the 18 commonly-occurring amino acids. Results showed that the proportion of amino acids was nearly constant for the protein of the four wheats. Similarly, the amino acid composition of the protein of the flours did not vary materially, nor did that of the breads.

It is of great interest that the proteins showed such close agreement. This is especially true with the flour, for it indicates that progressing from 98.5% patent to one of 80% did not alter the proportions of the amino acids within the protein although the protein itself was lowered.

In Table I on page 50 are shown the average values found in the four samples of each product.

As shown by the values above,



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large differences were observed between the proteins of wheat and flour. Such differences indicate that a fractionation of the wheat proteins was effected by milling. Since the 98.5% patent flour did not differ significantly from the 80% patent flour in the proportions of amino acids, the change must have occurred early in the milling process.

The differences in the proportions of amino acids between flour and bread are the result of the addition of the proteins of milk and yeast and the effect of the baking process itself.

We conclude from these experiments that flours intended for bread production offer proteins having a constant and typical amino acid composition which is virtually unaffected by the degree of refinement of the flour or by the source of the wheat. If this is borne out by continuing study, it suggests that divergent literature values for amino acids in wheat and flour are caused by analytical differences rather than by sampling differences.

Some workers believe that the protein of bread should be made more balanced by including added amounts of the limiting amino acids, especially lysine, the one in shortest supply.

Some of the literature in support of this philosophy deals with rat feeding experiments, showing that the rat is incapable of thriving on a diet of bread alone unless extra lysine is added. This is factual. But what is often neglected is that man's requirement for lysine is much less than that of the growing rat.

The data reported here can be utilized to estimate the nutritional value of bread protein for an animal by comparing the proportions of the essential amino acids found in bread to the known requirements of the animal. One method that is frequently used is to calculate the ratio of the concentration of each essential amino acid to that of tryptophan—the amino acid needed in the least amount. Ratios offered by the food protein are then evaluated by comparing them to the ratios of requirements. For example, man's daily minimum requirement for tryptophan is 250 milligrams and for leucine it is 1,100 milligrams. The ratio of leucine to tryptophan is thus 4.4, indicating that man needs 4.4 times as much leucine as tryptophan. Bread is found to contain 7.4 times as much leucine as tryptophan, showing that the relative proportion of leucine in bread is more than adequate for man. In Table 2 on page 50 are amino acid proportions calculated for bread, along with the proportional requirements of adult man and the growing rat. Since it is known that cystine can partially substitute for the needs of methionine, these two amino acids are considered together. Omitted from the table are the amino acids arginine and histidine, which are essential for the rat, but not for human adults.

From the table it can be seen that

bread protein satisfies man's needs better than it does those of the rat. Arguments for supplementing bread with amino acids should be evaluated accordingly.

It should be remembered that amino acid balance is concerned with efficiency of utilization of the protein. The matter of efficiency could lead to a health problem only if a diet is so limiting in an amino acid that its lack could not be compensated for by a greater intake. It appears obvious that bread offers no problem of inefficiency, since it is abundantly available and its amino acids

are so nearly in balance. It has been shown that children who received over 75% of their protein from bread exhibited all indications of normal protein nutrition. In the average American diet, animal food sources constitute such a large share of the daily protein intake that a deficiency is difficult to imagine.

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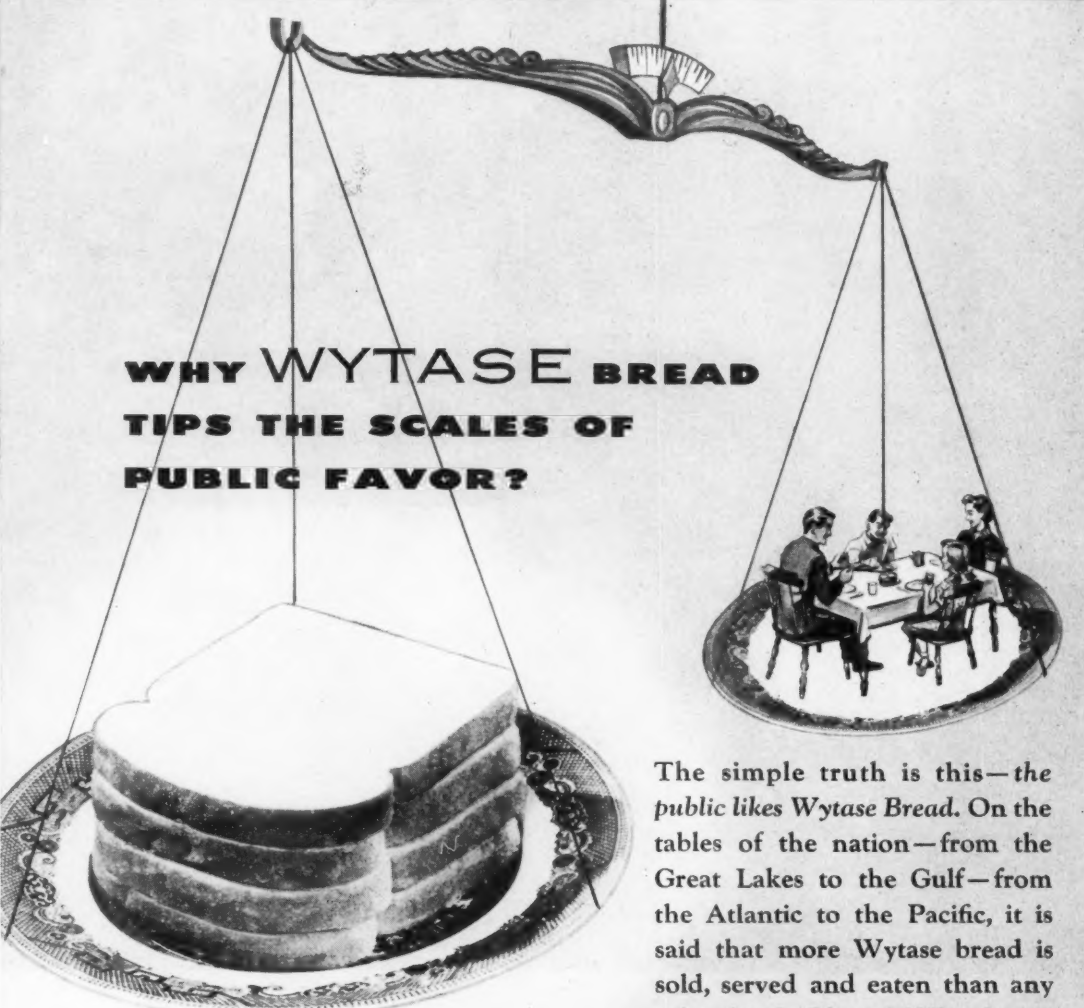
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—BREAD IS THE STAFF OF LIFE—

MANAGER RETIRES

WILMINGTON, DEL.—Harry J. Wolf, manager of the William Freihofer Baking Co. plant here, has retired after 43 years of service with the firm. Mr. Wolf joined Freihofer in 1915 as a driver-salesman using a horse and wagon.



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HERE IS YOUR MOTHER'S DAY PROMOTION

1. Cake Decorating Stencil (Mother's profile)
2. Heart-shaped cake doily
3. Full color poster
4. Mother's Day Card & Envelope
5. Four window streamers: Roses-in-Snow Cake, Snowballs, Coffee Cake, Chiffon Pie (Last 2 not shown)
6. Salesgirl's headband
7. Formula-Promotion Booklet
8. Three newspaper ads

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VARIETY OF BAKED FOODS FOR MOTHER'S DAY... traditionally sales-winning for bakers! And most traditional of all, Roses-in-Snow Cake. This year, the new General Mills promotion spotlights Roses-in-Snow Cake . . . and a day-full of other Mother's Day specialties! Featured are multi-colored Snowballs, Chiffon Pie and heart-shaped Coffee Cakes.

NEW, EASY-TO-USE CAKE DECORATOR makes it possible for you to create a variety of Roses-in-Snow Cakes for Mother's Day, May 11.

The cake decorating stencil is a traditional silhouette of *Mother*. By combining shades of red and white icing, you'll easily make a variety of unusual designs . . .

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s' 1958 Variety Promotion for Mother's Day

PROMOTION MATERIALS tell customers about your variety of baked foods for Mother's Day; poster shows your variety of specialties in color. Four streamers promote Snowballs, Coffee Cake, Chiffon Pie and Roses-in-Snow Cake. Mother's Day cards, doilies and salesgirl's headbands round out your campaign. The complete booklet gives you formulas and decorating ideas for all items featured, plus pages of sales tips, radio and TV spots. And to help you advertise further, three newspaper ad mats (in one, two and three-column sizes) tell readers that *yours* is the bakery to visit for the finest Mother's Day assortment in town!

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AT FSU SEMINAR—Typical of the baking industry and allied trades representatives who have spent considerable time at Florida State University meeting and exchanging ideas with baking department students are John E. Morrill, president of Union Machinery Co., Richmond, Va., and Joseph A. Yermal, AMF personnel director, New York, pictured at center and right. Both men were guest lecturers, and also kept their eyes open for students interested in training for summer jobs. At the left is Dr. L. A. Rumsey, head of the department of baking science and management at FSU. At the right foreground is a model of the AMF-Union Machinery Model-K rounding board.

FSU Baking School Brings Students, Industry Leaders Together to Learn

TALLAHASSEE, FLA.—Personal contact with the men who are leaders in their industry is a basic method of teaching students in the Department of Baking Science and Management at Florida State University. Guest lecturers, and visitors, with whom baking students have had contact since last September include 14 leaders of some of the country's largest bakeries and important allied firms.

According to Dr. L. A. Rumsey, head of the baking industry program, FSU students are fortunate to get much of their knowledge of the industry from personal contact with men actively engaged in operation and management in the baking business. These representatives visit FSU for two or three days, meet with some of the regular classes and take part in special seminars of the entire baking student group. Thus, the students are kept up-to-date on the latest developments and best practices in the industry through the help of visiting lecturers. These planned programs of participation by distinguished personnel nearly every week during the school year provide personal acquaintance and facilities for conference between students and the men who are experts in their respective fields of bakery operation and management, explained Dr. Rumsey.

"Students are inspired by new thought and progress brought to them by outstanding personalities. They are better able to see and understand the practical application of basic principles to everyday problems in operation. This seems to be an ideal way of supplementing the inadequacies of textbook information and laboratory experimentation by live contact with industry leaders," said Dr. Rumsey.

The main problem is that of scheduling the visiting lecturers far enough in advance to meet the requirements of their individual travel itineraries and to co-ordinate timing of the special subjects which they present.

Industry representatives who participate in the Baking Department instruction at Florida State University are usually excited over the enthusiastic reactions of the students in their eagerness for new knowledge, said FSU officials.

The industry executive is able to get better acquainted with students from all parts of the country and spot their potential as future em-

ployees. Arrangements are made for the majority of students to work during the summers in bakeries over the country. The experience gained sometimes leads to permanent employment upon graduation.

A partial list of guest lecturers since September, 1957, includes: Frank D. Carson, Wax Paper Institute, Chicago; Jake M. Albright, American Bakeries Co., Atlanta, Ga.; Herbert S. Lothes, Baker Perkins Co., Atlanta; Robert F. See, Campbell Taggart Associated Bakeries, Dallas, Texas; Russ Westerstrom, Colonial Baking Co., Atlanta; Ralph Gaylord, General Mills, Inc., Minneapolis; William F. Schroeder and Loren Smith, the HumKo Co., Memphis; Freeman Gus Morgan, the Kroger Co., Cincinnati; E. M. Voorhees, DeLand, Fla.; Ty R. Stevens, American Machine & Foundry Co., New York; A. M. Wilson, A.M.F., Atlanta; James Kirkpatrick, C. J. Patterson Co., Kansas City, and Sidney Johnston, Holsum Bakery, Chattanooga, Tenn.

—BREAD IS THE STAFF OF LIFE—

SALES APPOINTMENT

ATLANTA, GA.—Robert E. Akins has been appointed to the Chicago textile sales staff of Fulton Bag & Cotton Mills. Fred G. Barnet, vice president and general manager, in making the announcement, said that it is part of an expansion of company activity. Mr. Akins has had more than 15 years of experience purchasing fabrics and other items.

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Let Midland Flours help put your baked goods on Mrs. Homemaker's "preferred list." It will pay you to use Midland Flour every time.



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Work Simplification: ASBE Speaker Tells How Organization, Energy Accomplish It

By Frank A. Busse

Quality Bakers of America Cooperative, Inc.

EDITOR'S NOTE: Mr. Busse is director of personnel for QBA. His talk was delivered to the recent annual meeting of the American Society of Bakery Engineers in Chicago. It deals with the human element involved, and cites specific examples of "hidden" bakery production costs found and eliminated through the application of work simplification procedures.

In talking about work simplification, it might be appropriate to apply the general subject to hidden costs in the bakery. There seems to be a lot of talk about these "hidden costs," but, as Mark Twain is alleged to have said about the weather: "Everybody talks about it, but nobody does anything about it." I agree with Mark Twain—more should be done about it.

In the first place, I believe that we get confused in our use of words. We

use the word "hidden," which means "completely out of sight"; it also means "secret," "mysterious," "concealed." As a matter of fact, if my observations made in some bakeries are worth anything, we should use the word "unseen," or "unlooked for," because there is really nothing "mysterious" or "completely out of sight" about these costs. I'm sure they persist as so-called "hidden costs" either because we don't see them or because we do not know how to look for them.

Most managements put off cost reduction as long as possible. Of course, when we talk about top management we have to keep in mind that there are a great variety of top managements; I heard one definition that top management was "sometimes just a big gun that hasn't been fired yet."

There are all sorts of reasons for the procrastination of management in this area of cost reduction, and some of them actually sound pretty good. Here are a few:

Current Profits: This is the kind of condition which is very comfortable

and gives rise to a very complacent management. However, it is an extremely dangerous attitude because profits may not always remain good and some bakeries are already finding that out. Furthermore, complacency is not a preventive of illness; the best way to stay in good health is to periodically visit your doctor for a complete examination, while you are in good health.

Too much strain: Here it is argued that they do not want to subject the management team to new pressures and additional work. Actually, it is an excuse for lack of "guts."

Tradition: Under this heading we find a management which is bound down by the traditional way of doing things; they can't be changed come "hell or high water." Of course, the best example of the fallacy of this type of thinking is what happened to the textile industry in New England.

Union hostility: I would be the first to admit that unions can and do make it very tough for management and I have nothing but sympathy for the bakery executive who dreads the ordeal when he starts overhauling. But, of one thing I am sure, and that is: The longer sub-standard performance is condoned and allowed to continue, the more likely it is to become a standard and the more difficult to change. The problems do not solve themselves—they must be solved—and there is no time like the present.

There are many other reasons for procrastination. Some managements think that a program of cost reduc-

tion or, as I prefer to call it, profit enhancement is too expensive; others are "too busy" with other problems and "don't have the time." There is one great weakness to all of this, however: The penalty for delay in a competitive business is a very harsh one.

Be Systematic

There is a way—and a very effective one—to get at these hidden or unseen costs if we really want to do it. However, before we start we must accept and understand one fundamental philosophy above all others. It is the belief that an organized, systematic approach to any job or problem will uncover the one best way to do the job, or the one best answer to the problem, more times and with less effort than a haphazard approach of "trial and error." There are also a few corollary philosophies which immediately follow this basic philosophy. In addition to the above, we must believe very sincerely that there are better ways of doing the things we are doing, and that some day, somehow, somebody will find these better ways. This has been going on in this great country of ours for at least 100 years, and I expect that it will continue.

Furthermore, we must believe that "it can be done" rather than "it can't be done." To every development or improvement, great or small, there has always been some smart boy who laughed and said "it can't be done." A relatively short time ago on a prominent television show portraying biographies, the star of the evening was a little old white-haired gentleman by the name of Dr. Lee De Forrest. Dr. De Forrest was honored on the show for his great

(Turn to SIMPLIFICATION, page 38)

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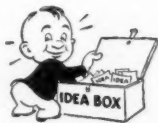
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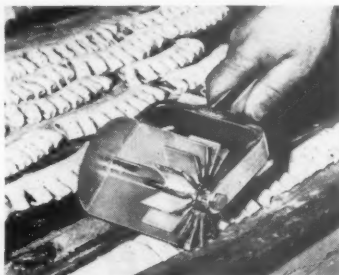


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4106—Steel Conveyor Apron

An all-steel, chain slat, conveyor apron has been put on the market by Robert A. Main & Sons, Inc. The steel slats are mounted on forged steel, heat treated, chain links, measuring 8 slats to the foot. The chain is suitable for long, hard wear and shock resistant duty because it is heat treated. The firm manufactures slatted conveyors using single or multiple strands of chain for any width or length slatted apron, using wood, plastic or metal slats. For further information indicate No. 4106 and mail the coupon to this publication.



for special design coffee cakes, decorative cookies and edging. It is made of light weight, long lasting aluminum alloy, and is available in three finished "claw" lengths. For details, check No. 4098 and mail the coupon to this publication.

No. 4098—Cutter For Bakers

Allen Sales Co. has placed on the market a roll-type dough cutter which, it claims, is the first and only cutter perfected on the "bear claw" principle. With each rotation of the tool two uniform "bear-claws" are notched and cut to length. The cutter may also be used as a shaping tool

No. 4108—Freezer, Refrigerator Units

A wider choice of commercial refrigerators and freezers is now offered by Nor-Lake, Inc., with the introduction of three large capacity units of matching design. These latest addi-

tions to the Nor-Lake line include a 43 cu. ft. freezer (Model 43XH), a 45 cu. ft. refrigerator (Model RI-45), and a dual-purpose unit consisting of a 21 cu. ft. refrigerator and a 22 cu. ft. freezer in one cabinet (Model CR21-22X), each section of which is refrigerated independently. Designed for commercial enterprises and institutions where large food storage capacity is required, the new models have auto-body steel exteriors, aluminum interiors, fiberglass insulation, baked white enamel finishes, and hermetically sealed compressors. (Stainless exteriors and interiors available at additional cost.) Each cabinet has two lock-equipped doors, beneath which are louvered panels for functional and appearance purposes. For additional information, write for No. 4108.

No. 4107—Mixer Bulletin Offered

A new bulletin, No. 857, describes three models of the J. H. Day Co.'s new, completely sanitized "Continental" biscuit and cracker mixers. These models come in 3½, 5 and 7-bbl. capacities. Illustrations accompany detailed descriptions of the many operation, construction, safety and sanitary features. One reportedly outstanding feature is the new Day sanitary retractable shaft seal which can be detached quickly with a flip-open handle for easy cleaning. For a free copy of this bulletin, check No. 4107 and mail the coupon.

No. 4100—Vertical Dough Mixer

Now being offered for the use of bakers is the new Triumph K2-110, an extra heavy duty vertical cake and dough mixer said to be ruggedly built to give lengthy service with minimum maintenance. It features a 3 h.p. motor, push button starter, four

diagram shows the system's layout, material flow plan, and location of control stations and panels. The reprint outlines principles of operation, notes each step in production, and discusses control features which safeguard against errors. For copies of this article, clip the coupon elsewhere on these pages, check No. 4112, and send it to this publication.

No. 4110—Ring For Wedding Cakes

The Marlin Toy Co. has introduced a new and novel "Jumbo" ring for decoration of wedding, engagement and anniversary cakes. The all plastic ring is chrome plated and distinctively decorated, featuring a clear plastic simulated diamond containing thousands of shimmering foil particles. The ring is 3½ in. in diameter and weighs only a few ounces. A giant plastic replica of a diamond ring case is provided with each ring, so that it may be kept as a memento by the receiver. Complete information is available from the manufacturer. Check No. 4110 on the coupon and send it to this publication.

No. 4082—Margarine For Flavor, Color

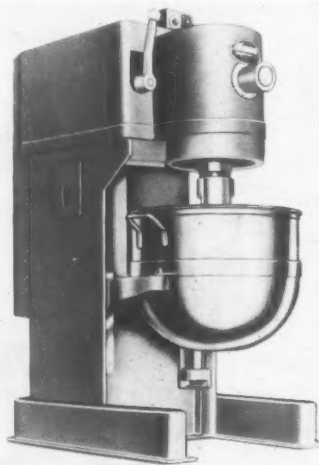
A new bakers' margarine is being introduced by Kraft Foods as a supplement to its line of bakers' shortenings and is labeled Kraft Bakers' Colored Vegetable Oleomargarine. A closely controlled cultured milk flavoring process gives the new margarine a flavor intense enough to survive baking temperatures, and imparts a butter-like taste to the finished product, Kraft said. There are no artificial flavoring agents added. The yellow color of the new margarine improves appearance of finished products, it is claimed. The new bakers' margarine is packed in 30 lb. tins and is designed for icings, top grade Danish pastry, coffee cakes, rolls, biscuits which do not require emulsifiers, and for other uses where its flavor can be recognized in the bakery item. The new Kraft product is supposed to cream well and may be used right from the refrigerator. Marking No. 4082 on the coupon and mailing it will bring additional details about this product.

No. 4104—New Display Rack

J. B. Dove & Sons, Inc., offers a new three-step display rack for refrigerators, model 3S-R, which is supposed to solve space problems and, at the same time, allow cool air to flow freely through the products because of perforated metal construction. One basic 24 x 24 in. rack fits all refrigerated display cases. Constructed entirely of heavy gauge steel, it has a rust resistant electro-plate finish. Grades and sizes are easily separated, and mass displays are simulated without piling up large quantities of merchandise. Artistic arrangements of multiple racks can produce unusual effects. Check No. 4104 on the coupon elsewhere on these pages and mail for details.

No. 4101—Floor Cleaning Machine

Advance Floor Machine Co. is offering a new multi-purpose floor maintenance machine which, it is claimed, can be used for high-speed scrubbing or polishing operations. One man is supposed to be able, in one pass, to lay the cleaning solution, scrub, pick-up the dirty solution, and damp-dry a swath 24 in. wide. Or, by changing from scrubbing brushes to



speeds which are regulated by single lever control without stopping mixing action, and automatic timer. A finger tip control bowl lifting and lowering device is available at slight additional cost. Also available is the new K2-80, similar to the above with an 80-qt. capacity bowl. Additional information about this mixer is available. Simply send the coupon, with No. 4100 checked.

No. 4112—Article On Flour Weighing

A four-page reprinted article offered by the Richardson Scale Co., explains in detail the operation of a completely automatic flour proportioning system in a large eastern bakery. Two photographs show important components and a schematic

Send me information on the items marked:

- ☐ 4082—Margarine
- ☐ 4091—Icing Stabilizer
- ☐ 4098—Cutter
- ☐ 4099—Bag Packager
- ☐ 4100—Dough Mixer
- ☐ 4101—Machine
- ☐ 4102—Refrigerator
- ☐ 4103—Muffin Frame
- ☐ 4104—Display Rack

- ☐ 4105—Hose
- ☐ 4106—Apron
- ☐ 4107—Mixer Bulletin
- ☐ 4108—Freezer
- ☐ 4109—Attachments
- ☐ 4110—Ring
- ☐ 4111—Pan Coater
- ☐ 4112—Flour Weighing

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
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Reader Service Dept.

Minneapolis 1, Minn.



polishing brushes, or steelwool pads, and by snapping on a dry pick-up unit, the operator can polish a 24 in. swath and, in the same operation, collect up all loose dust and dirt particles on the floor. If interested, check No. 4101, clip the coupon and mail it to this publication. Details will be furnished.

No. 4105—Hose For Vacuums

To meet a growing need for a durable replacement hose for commercial vacuum cleaners, the Durkee-Atwood Co. has come up with a flexible, light weight, heavy duty hose designed for maximum wear resistance used either "wet" or "dry." The Dur-A-Vac hose is fabricated from neoprene compounded for high tensile strength, tear resistance, and resistance to abrasion, chemicals, solvents, oils, grease, water and heat. A special, spiral corrugated design is supposed to eliminate 100% collapse under extreme kinking and also under the high pressure created by high horsepower vacuum cleaners. Corrugations also permit extreme flexibility so that the hose will bend around small radii without collapsing. The manufacturer reports that the hose cannot be crushed under foot, and will spring back to its full dimension if stepped on. Mail the coupon to this publication, after checking 4105, and details will be forwarded.

No. 4102—Display Refrigerator

Foster Refrigerator Corp. now has available a complete line of sliding glass door display refrigerators which are self contained and remote. The refrigerators have fluorescent lighting



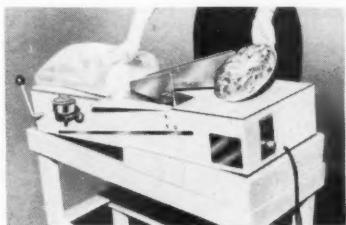
and are designed for self-service and display of products because the sliding glass doors afford full vision of interior. Both self contained and remote models are available as pass "throughs" with sliding glass doors on both sides, or one side only. Models are available from 25 to 100 cu. ft. When mailing the coupon, specify No. 4102.

No. 4111—Improved Pan Coater

The J. H. Day Co. announces a new, improved portable, completely self-contained cake pan coater, said to automatically apply a light and uniform film of cake pan grease on the inside sides and bottom of all types of cake pans at speeds in keeping with the fastest depositors. The manufacturers say no air is required, no nozzle is used, no hood, exhaust duct or filter is required. Droplets of pan grease are pumped by variable speed pumps through stainless steel pipes into the center of 16 in. discs revolving at 3,500 r.p.m. and are dispersed by centrifugal force. The Day cake pan coater utilizes two banks of four of these discs, each disc powered by a ½ h.p., 3,500 r.p.m. motor with each bank of discs inclined 23° to the vertical counterline to afford uniform coating of the cavity sides. The application of grease is completely confined to the machine, eliminating any chance of valuable grease being wasted. Send the coupon to this publication, specifying No. 4111.

No. 4099—Speedy Bag Packager

Errich International Corp. is now making available its new Speedy Bag Packager, developed especially for loading bread, coffee rings, pastries and related items into paper, plastic



or cellophane bags. The Speedy Bag Packager operates with air, generated by a squirrel cage blower, forced over baffle plates in such a way that the top bag in the reservoir, which holds up to 75 bags, is opened for filling, while at the same time, the next bag is made ready or pre-conditioned. Check No. 4099 and mail it for additional information.

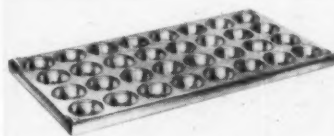
No. 4091—Powdered Icing Stabilizer

"Icy-White," a new icing stabilizer in powder form, and "Jel-Ezy," a powdered concentrate for making raspberry jelly, have been developed by the Frost-O-Fast Laboratories of Basic Foods Sales Corp. Outstanding characteristics of "Icy-White" powder are the extreme whiteness and brilliant high gloss it imparts to sweet goods icings and its ability to remain stable over extended periods, say the manufacturers. Its quick-setting properties make this new ingredient especially suitable for streamlined icing application where minimum drying time before wrapping is required. "Jel-Ezy" enables bakers to produce raspberry flavored jellies more economically than purchasing ready-made products, it is claimed. Combined with glucose and granulated sugar by a simple boiling process, 5

lb. of "Jel-Ezy" will make about 150 lb. true raspberry flavored jelly with a smooth, plastic consistency. Anyone interested in additional information is advised to check No. 4091 and mail the coupon.

No. 4103—Sani-Strap Muffin Frame

A new style muffin frame featuring exclusive Sani-Strapping construction has been announced by Chicago Metallic Manufacturing Co. This new frame is designed to meet the require-



ments of the newest type of automatic equipment. It is said to be very strong for exceptionally good and lengthy service. All dirt catchers have been eliminated to give a "clean" design inside and outside for easier, better cleaning. Complete information is obtainable. Simply send for No. 4103.

No. 4109—Enrobing Attachments

Enrobing attachments for all types of cakes and doughnuts are among the new design features of the latest model Frost-O-Fast Convey-Icer, offered by Basic Foods Sales Corp. The Convey-Icer consists of a 10 ft. stainless enrobing type conveyor with a custom-fitted, movable open icing tank underneath. It is designed for continuous streamlined operation with such special features as an easily removable insert conveyor, which allows for intermittent icing on pans without loss of icing and without icing getting on the bottoms of following pans. With the insert conveyor in place, all types of baked foods can be iced directly on the belt. Special scrapers on the insert conveyor keep icing loss to a minimum. Icings can be applied with roller or in strips or sheets. An optional attachment is available to ice round, tin foil-baked coffee cakes. The machine is made completely of stainless steel and aluminum to comply with sanitation standards, say the manufacturers. For complete information, as well as special enrobing icing formulas, mark No. 4109 on the coupon and mail to this publication.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 4064—Book on freezing and preservation of foods, AVI Publishing Co.

No. 4065—Mold inhibitor, S. Gumpert Co.

No. 4066—Display Cooler, Nor-Lake.

No. 4067—New mixer, J. H. Day Co.

No. 4068—Fumigation system, Arrowwide division of Stainless Steel Products Corp.

No. 4070—Centrifugal liquefier, S. Blickman, Inc.

No. 4072—Cup cake depositor, Hope Machine Co.

No. 4073—Flour handling systems, J. H. Day Co.

No. 4074—Bread softness gauge, Hansaloy Mfg. Co.

No. 4075—Book, "How to Decorate a Cake," by Mrs. Harriet Chelmo.

No. 4076—Market research book, "How to Predict What People Will Buy," Color Research Institute.

No. 4077—FDA Inspections, a report available from J. Carl Dawson & Associates.

No. 4078—Rack-type bread cooler, Read Standard Division of Capitol Products Corp.

No. 4079—New cellophane wrapper, Du Pont Co.

No. 4080—Bin filling adaptor, Tote Systems, Inc.

No. 4081—Band hone, Hansaloy Mfg. Co.

No. 4083—Ribbed pan guard, Chicago Metallic Mfg. Co.

No. 4084—Paper bag salvage, B. W. Dyer & Co.

No. 4085—Baking book, "Let's Talk Baking," Harry N. Brown and Fred DeArmond.

No. 4086—Pie filler depositor, Hope Machine Co.

No. 4087—High speed dough mixer, Read Standard Division of Capitol Products Corp.

No. 4088—Special packaging film, Goodyear Tire & Rubber Co.

No. 4089—Aluminum containers, Chicago Metallic Mfg. Co.

No. 4090—Foil wrap for bakers, Reynolds Metals Co.

No. 4092—Display for bread, H. A. Bacon & Co.

No. 4093—Sifting screen, J. H. Day Co.

No. 4094—Liquid weighing unit, Glengarry Processes, Inc.

No. 4095—Special sifting unit, J. H. Day Co.

No. 4096—Fuel intake meter, Sentinel Products Corp.

No. 4097—Baking package promotion, Messing and Pechter Bakeries, Inc.

No. 6667—Hydraulic drum lifter.

Bakers Hear Tips On Profit Items

COLUMBUS, OHIO—Members of the Central Ohio Retail Bakers Assn. met at the Mary Lou Pastry Shoppe in Columbus recently to exchange information on methods of cutting costs on materials and adding to profit margins. Among the numerous suggestions offered were the use of a particular type of roll wrapper, boxes for send-outs and the use of children's coloring books as a source of animals and fairland people cut-outs to personalize birthday cakes.

Samples of fast-moving items were displayed by most of the bakers attending. These were sampled during a discussion of cost and margin of profit on each.

A tasty, fast-moving item called "Lemon Dips," made of odds and ends of wedding cake leftovers, was featured. These scraps are cut into small oblong strips and rolled first in a thinned-down lemon pie filling before rolling in coconut.

Plans were also completed for a dinner party for bakers, allied trades men and their wives to be held at 7 p.m. April 12 at the Worthington Inn near Columbus. A donation of wrapped white elephants for door prizes, and also games, is requested by the chairman, Mrs. George Ellis, and her co-chairman, Mrs. Marvin Good.

George Ellis of the Mary Lou Pastry Shoppe is president of the group. Marvin Good of the Pettifour Bakeries is vice president, while Ted Scherzer of the Scherzer Bakery & Snack Bar is treasurer.

Roy Nafziger Named Member of ABA Executive Committee

The election of Roy Nafziger, chairman of Interstate Bakeries Corp., Kansas City, as a member of the executive committee of the American Bakers Assn. has been announced by William M. Clemens, Trausch Baking Co., Dubuque, Iowa, ABA chairman. Mr. Nafziger served as ABA chairman in 1956 and 1957.

Mr. Clemens also announced the election of Russell J. Hug, president of General Baking Co., New York, as

ABA governor at large. Mr. Hug has been with General Baking since 1931, and was elected president of the company in June, 1956. He will also serve on ABA's national affairs committee and the program planning committee for the Bakers of America Program.

—BREAD IS THE STAFF OF LIFE— RAISIN TONNAGE UP

FRESNO, CAL.—California raisin shipments to the trade in the U.S. and Canada continue to exceed those for the first half of last season. In February, a total of 10,751 tons was shipped, 302 tons more than the February, 1957, total.

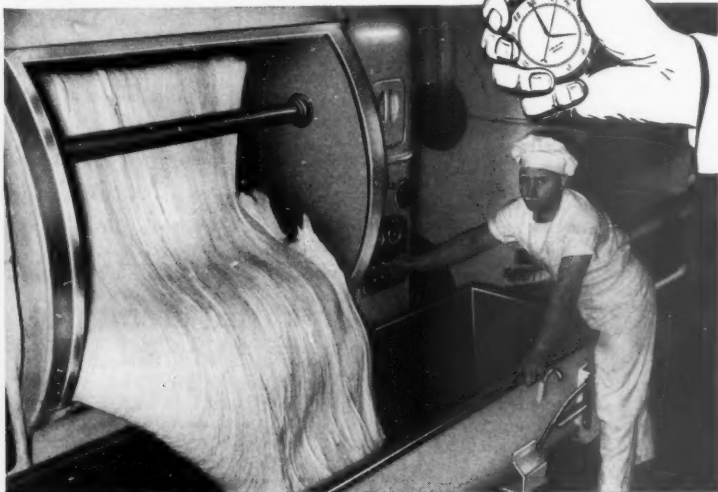
"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

J. F. IMBS MILLING CO. ST. LOUIS, MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTs. SACKS

Eliminate split-second mixing time...



use **BAY STATE**
"Quality Controlled" Flour

Wide mixing tolerance is inherent in Bay State "Quality Controlled" Flours. Without split-second timing, you obtain the utmost in loaf volume, grain and body. Try Bay State Flour with assured mixing tolerance and see the difference!

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BAY STATE MILLING COMPANY

General offices, WINONA, MINN.

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ABA Plant Safety Contest Entries Over 350 Mark

CHICAGO—Entries in the plant safety contest sponsored by the American Bakers Assn. and the National Safety Council are over the 350 mark, with additional entries being received regularly, according to E. E. Kelley, Jr., Butter Krust Bakeries, Lakeland, Fla., ABA president.

The contest opened on Jan. 1, 1958, and ends Dec. 31, 1958. Enrollments may be made until May 15, but judges and officials urge all members to fill out registration forms as soon as possible. The forms were sent to all ABA members. Duplicate forms are available from ABA's Chicago office.

Ray Ellis, staff representative to the food section of the National Safety Council's accident prevention program, has expressed gratification with the response of bakers.

"So far, plant safety has been emphasized, but we have had many requests for an expanded fleet program for bakeries," said Mr. Ellis. "The ABA safety contest is designed to increase interest in safety in the baking industry," contest officials stated in a recent letter to members. "Experience has shown that safety contests are an incentive to eliminate accidents. The standing of your plant in a nationwide contest alone will motivate group action which supports management action."

Final Decision

The contest will be decided by the number of man-hours lost during the calendar year. Man-hours are the total number of hours worked by all employees of an industrial organization or an industry. The man-hour is

the equivalent of one man working for an hour.

The contest is open to all members of the ABA and/or the National Safety Council who are manufacturers and distributors of bread, cakes, pies, and cookies. It is divided into four size groups: Units averaging 200 or more employees a month, 100 to 199 employees, 50 to 99 employees, and less than 50 employees a month.

Frank J. Wirken, Interstate Bakeries Corp., Kansas City, ABA's safety contest chairman, has said that, "The human relations concept of accident prevention is closely associated with employee morale. It is a real contribution to today's industrial operations. I believe that every baker should take advantage of this plan to reduce—if not eliminate—plant accidents."

Southwest Bakers Planning Convention

EL PASO, TEXAS—The Bakers Council of El Paso, headed by Karl Wallace, president of Kahn's Bakery, recently entertained a large group of the Southwest Bakers Assn. at the International Club here. The meeting was called primarily to plan for the annual Southwest Bakers Assn. convention to be held in El Paso April 26-28 at the Holton Hotel.

R. M. Dillon, Vanderpool's Bakery El Paso, vice president of the association and general chairman of the convention, presided. Mr. Dillon took the opportunity of the joint meeting to announce committee appointments for the convention. A large group from New Mexico and West Texas was in attendance, giving cause for the observation that the coming convention will probably be one of the best in recent years.

"Golden Loaf" FLOUR



Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged— aerated—bulk or sack loading.

In Business for 57 Years

TENNANT & HOYT CO.
LAKE CITY, MINNESOTA



Peak Performance backed by Superior Service

PIKES PEAK BAKERY FLOURS



The COLORADO MILLING & ELEVATOR CO. General Office: Denver, Colorado

DEER RIDGE, ROCKY MOUNTAIN NATIONAL PARK
COLORADO



Country-Milled
from Country-Run
Wheat located in
the heart of
America's foremost
wheat producing
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INDEPENDENT
OWNER
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The
WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS

Soft Winter Wheat Flours

**Family - Commercial
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Long Distance Telephone 32
Cable address—"Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

Dependable Spring Wheat Flour

CORNER STONE ★ OLD GLORY
CHIEFTAIN ★ GOODHUE

Bulk or Sack Loading

LA GRANGE MILLS
RED WING, MINNESOTA

"Best Out West"
"Red Chief"

Four Top Notch Spring Wheat Flours
Sheridan Flouring Mills, Inc., Sheridan, Wyo.

"Diamond D"
"Wheats Best"

MOTHER HUBBARD

*The leader in Hubbard's
line of fine spring-
wheat flours*



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MANKATO, MINNESOTA



BOSTON BAKERS—Following the recent announcement of their election to office, executives of the Bakers Club of Boston immediately went to work planning the year's work. Pictured are, left to right, Thomas McArdle of Cushman's Bakery, first vice president; John Milne of Dorothy Murriel's Bakeries, president, and John Moran of Russell-Miller Milling Co., second vice president.

"New Loaf Today" Policy Improves Memphis Bakery

MEMPHIS, TENN. — "A different bread each day"—that is one reason for the success Seessel's Bakery of Memphis, Tenn., has enjoyed for many years. Since 1945, Seessel's has featured butterbread on Mondays, Holland Raisin Bread on Tuesdays, Sesame Seed Twist Bread on Wednesdays, Cinnamon Bread on Thursdays, and Onion Bread on Fridays, in addition to a complete line of other bakery products.

This accomplishment is more outstanding because the bakery was established as a supplement to an already successful grocery store. The department was added by Arthur Seessel, Sr., in 1926 to make his shop a complete, one-stop food store. The venture was the first of its kind in the mid-South, and until recently, the only one in Memphis. The store is now managed by his sons, Sam and Arthur Seessel, Jr.

Mr. Seessel started with two bakers and one helper, and used brick peel ovens. Now, 10 employees work in two shifts. The bread shift comes in at 9 p.m. and works until 5 a.m., the cake men come in at midnight and work until 8 a.m. The shop is virtually divided in half; each shift has its own oven and mixers, and each works independently of the other. Fresh merchandise is always ready for the customers when the store opens for business the next morning.

The Seessels continually strive to develop new merchandise. They take old family recipes, those contributed by housewives and customers, even recipes from newspapers, and test them in their own kitchens. If one proves desirable, the bakers convert it into a formula for large scale production. Their English tarts, a converted old family recipe, won publicity in a national baking contest in 1950. Another product of similar origin, the Cairo coconut pie, was outstanding in the same contest.

Cakes are Seessel specialties. They supply any type of cake for any occasion. Orders for wedding cakes average about 12 a week, in addition to seasonal cakes of all kinds. During the past Christmas season, they found a ready market for 2,500 pounds of

fruit cake. Three-dimensional color slides are taken of unusual cakes, and are filed in the retail shop for sales purposes. The customer may look at the slides and choose his cake, knowing in advance what the finished product will look like. The decorator is Mrs. Lillian Morgan, a Memphian with no previous professional training. She has been employed at Seessel's for three years, and has turned out high quality from the start.

The brothers strive for variety in their line of merchandise. Personal experimentation on the part of the employees is encouraged. In addition to the five breads, 25 varieties of cookies are featured. Mondays through Thursdays are devoted to the production of individual desserts; layer cakes are baked on Fridays and Saturdays.

DIXIE LILY

Plain and Self-Rising

*A Flour Without Equal
Anywhere*

BUHLER MILLS, INC.

- Mill & Gen. Offices, Buhler, Kansas
- Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

RUNCIMAN MILLING CO.

SUCCESSORS TO JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST

MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising

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Since 1856

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas

ANSWERS TO "DO YOU KNOW?"

Questions on page 20

1. **False.** Salt has a strengthening effect on the gluten in the dough. Therefore, somewhat more salt should be used with a "green" flour than with a properly aged or treated flour.

2. **False.** Temperature is very important. The shortening temperature should be about 70-80° F. When cold, it is hard and will not cream properly. The eggs and milk should be about 65-70° F. The temperature of the finished batter should be about 75° F.

3. **True.** By replacing 10 to 15% of the water with egg whites an improvement will be noted.

4. **True.** This procedure works out very well to eliminate this trouble.

5. **True.** Non-fat milk solids contain about 50% lactose, whole milk solids about 38% and liquid milk about 4½%. Its sweetening value is generally figured at about 16% when compared to cane or beet sugar (sucrose).

6. **False.** Made from the same wheat, whole wheat flour will contain more protein than a short patent flour. The protein in the short patent flour will be of a higher quality due to the patent flour being taken from near the center of the wheat berry where the best quality protein is located.

7. **True.** The paper should be removed shortly before the patty shells are taken from the oven to obtain a better color on them. Some bakers will use waxed instead of greased paper. This is not recommended because, when the paper is heavily waxed, the melted wax will discolor the tops of the patty shells.

8. **False.** In making soda crackers, sponge doughs are used. The sponge is allowed to ferment for about 18 to 20 hrs. at 80° F. After the dough is mixed, it is fermented for about 4 or 5 more hours.

9. **True.** Beating the eggs at high speed produces cakes having an open and irregular cell structure.

You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

STAR OF THE WEST
: : : One of the Best : : :
MILLING COMPANY
NIGHTINGALE and STAR Patent Flour
Phone 2131 Frankenmuth, Mich.

"SLOGAN SPECIAL"
The Quality Bakers Flour
Oklahoma Flour Mills Co.
TULSA, OKLAHOMA

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U.S.A.
Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

10. **True.** Some bakers purposely leave their angel food cakes out of the oven for 20 or 30 min. to help decrease the possibility of hollow spots on the sides and bottoms. No apparent ill effects have been noted, even when the cakes have stood for over two hours.

11. **False.** Adding soda is very apt to harm the flavor of the cakes. The additional soda would also produce a more open grain, or may even cause the cake to collapse in the oven during baking. The addition of some red vegetable color to the dough will produce the result desired. The amount to use depends upon strength of the color, and also upon the type of cocoa being used in the formula.

12. **True.** However, when a temperature of 140° F. is reached, the yeast is killed and is no longer capable of growth.

13. **True.** The proper preparation and manufacture of lemon or orange peel is quite a complicated process. Very few bakers prepare their own candied peels, as it is more economical and satisfactory to buy them from manufacturers who have facilities to produce them uniformly.

14. **False.** It will require approximately 2¼ to 2½ oz. soda bicarbonate to neutralize the syrup.

15. **False.** When oil is used, the volume of the bread is reduced. The oil seems to mellow the gluten in the dough to such an extent that volume is held down.

16. **False.** Dark rye flour has the more pronounced rye flavor.

17. **False.** Laboratory determinations have definitely proven that this residue is not harmful. It has been found that the residue left (calcium lactate, neutral sodium pyro-phosphate and calcium phosphate) is healthful.

18. **True.** If not baked at once they will spread too much, spoiling the appearance.

19. **True.** A fine granulated sugar will tend to eliminate this trouble. Other possible causes for this trouble are (1) allowing the cake batter to crust over somewhat in the pans before baking the cakes; (2) lack of salt in the formula; (3) too much moisture in the oven; (4) improper mixing; (5) not dissolving excess sugar properly.

20. **False.** If the cakes are made the same way and baked at the same temperature and time, it will be found that the cakes containing the dextrose will have a darker brown crust color. This is due to the dextrose caramelizing at a lower temperature than granulated sugar (sucrose).

—BREAD IS THE STAFF OF LIFE—

Chicago Metallic Relocates Office

NEW YORK — Jerome H. Debs, president of Chicago Metallic Mfg. Co., has announced the relocation of his firm's New York office to Long Island City.

Ray Whelan, Chicago Metallic sales engineer, will service the metropolitan New York area from new offices located in the Pan Coatings, Inc., plant in Long Island City.

Henry Montminy, eastern division sales manager, will also make this office his headquarters when working in the area.

Pan Coatings, Inc., is a Chicago Metallic subsidiary which reconditions bakery pans. The Long Island City plant, which is managed by Gerald Lawrence, serves bakers within a 250-mile radius of New York City.

Be Proud of Your Job,
as We Are of Ours, for

"Bread is the Staff of Life"



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

Centennial MILLS, INC.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage



NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

WORK SIMPLIFICATION

(Continued from page 30)

contributions to the betterment of mankind through his invention of the radio receiving tube. Yet, in 1907, when Dr. De Forrest had his radio tube in workable form, he was unable to sell his patent and let it lapse rather than pay \$25 for its renewal.

When rayon was first put on the market it was called a "transient fad" by a committee of experts. The great George Westinghouse was told by Commodore Vanderbilt that it was

perfectly silly to think of stopping a fast moving train by using air on the wheels.

Yet all these great wonders have come to pass, and more will follow.

We can do a lot in our bakeries through an organized approach and, quite fortunately for us, such a systematic approach is at our disposal. It is the work simplification philosophy developed and promoted over the years by Allen H. Mogensen through his conferences at Lake Placid, N.Y., and Sea Island, Ga., and followed through so completely and ably in the baking industry by our past president, Don F. Copell. This approach

has been defined as "the organized use of common sense to find easier and better ways of doing work," and "There is always a better way to do a job."

The organized approach to Work Simplification involves taking five steps, none of them easy, all involving thought and effort; but which, when followed religiously, will produce startling results. Now, let's look at these steps.

Step I—Pick the Job

The first step in W.S. is to decide on what job to try to improve. This

may be the toughest part of W.S. because it means you may have to do additional work in order to get the improvement made. But, it's worthwhile if it makes your job better, easier or more secure.

What kind of job would you look for to be improved? What job needs the first attention? Well, here are a few hints on places to look: (a) A bottleneck; work piles up in a particular spot and causes delay. People are waiting for something to do while others have more than they can handle. (b) Too much time; you wish it could be done faster. There's pressure on you to get it done faster than it has ever been done before. (c) Chasing around; you have to hunt for tools, material, paper, containers, or persons who ought to be handy when you need them; doubling back on your tracks; too many steps. (d) Waste; there are too many rejects; tools or machines need service oftener than they ought to; skilled people doing unskilled work; duplication of effort. (e) Shortages; you are cramped for space, facilities, manpower or time.

To help in picking a job to improve, remember that each job consists of these three parts: (1) Make ready; the actual time and effort spent in getting ready to do the job. This adds no value to your product or service, only expense. (2) Do; the actual work done; this does add value. (3) Put away; the unloading or clean-up following the "do." This again adds no value, but only expense. In many cases, just as shaving with a razor and cream, more time is spent on "make ready" and "put away" than on the actual "do" part of the job.

When you get back home go to your local fire station, just notice the excellent work which your fire department has done in reducing the "make ready" to the irreducible minimum. Many of us in this room would accomplish more of the "do-it-yourself" jobs around the house if it were not for the great abundance of "make ready" and "put away"; and incidentally, we might have less trouble with our wives.

First decide on whether or not the job must be done at all. When you are convinced that it must be done, then concentrate on reducing the "make ready" and "put away" elements.

Step II—Break It Down

This step gets right down to the bedrock of how to eliminate waste or how to improve.

In order to study a complete job, every detail of the job must be listed exactly as it is being done now. Each move that is made—what is done—how far it is carried—how long it waits—when it is inspected—must be described in detail as it is done. Each item of activity must be set down in the order in which it occurs for further study. This is the phase of the organized plan in which we take a "still picture" to look at repeatedly for improvements. Very frequently a small free-hand sketch showing the plan of the area on which you could trace the amount of travel of the product or the employee would bring the matter of lost motion very sharply into focus. I tried that kind of breakdown for our own small kitchen in New Jersey. I showed on the plan the amount of travel involved by my wife in setting a small table for breakfast. Then with great enthusiasm, I proceeded to show her how she could save time, effort and energy by some small re-arrangements.

Breaking down the job adheres very closely to our basic philosophy of applied common sense on at least

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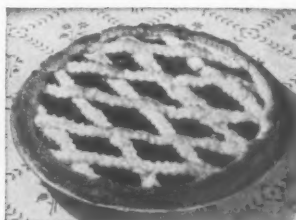
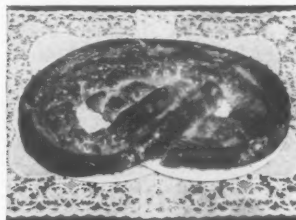
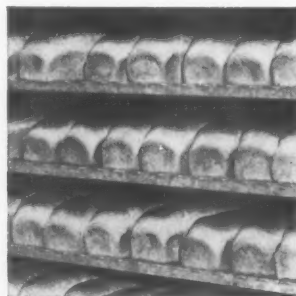
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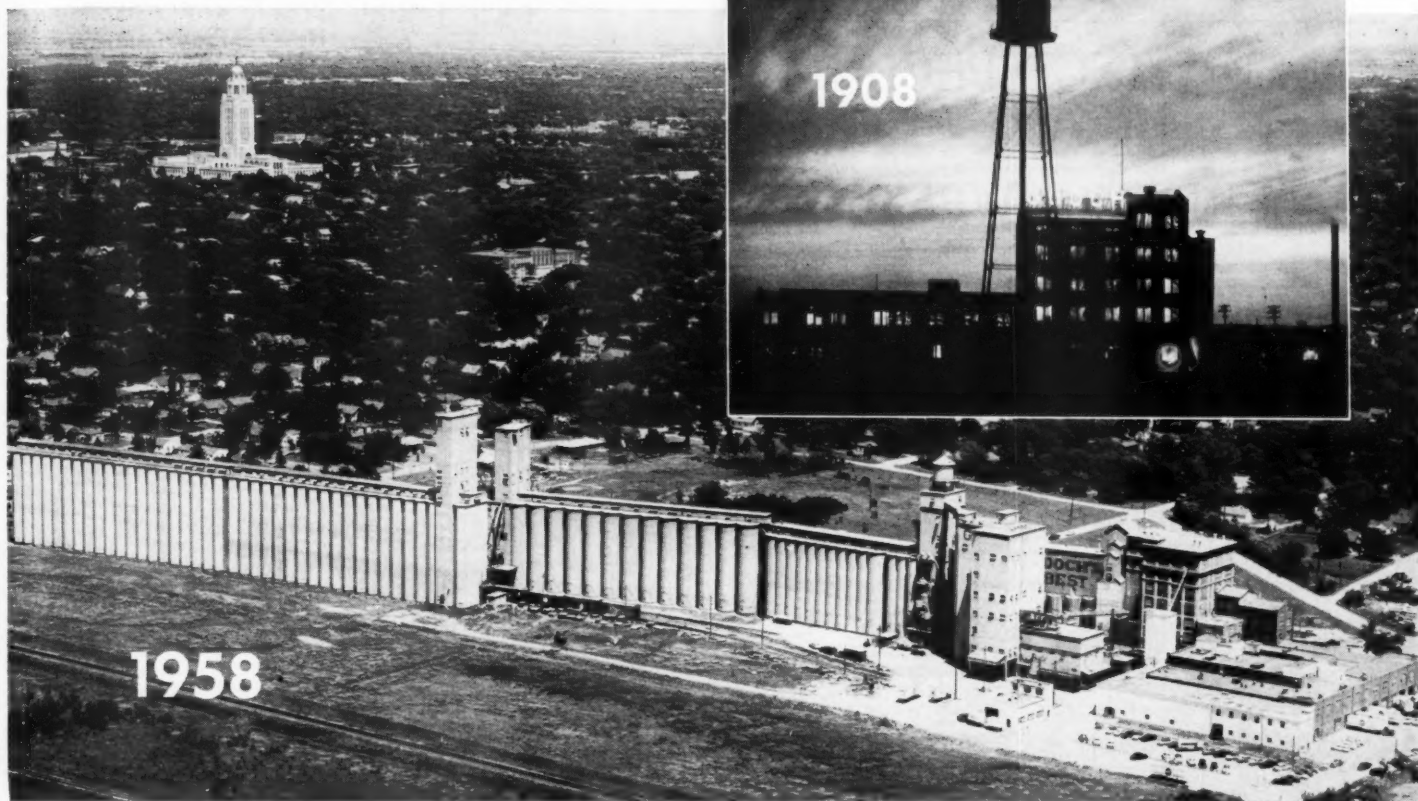
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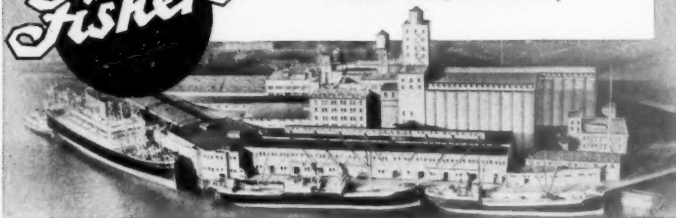
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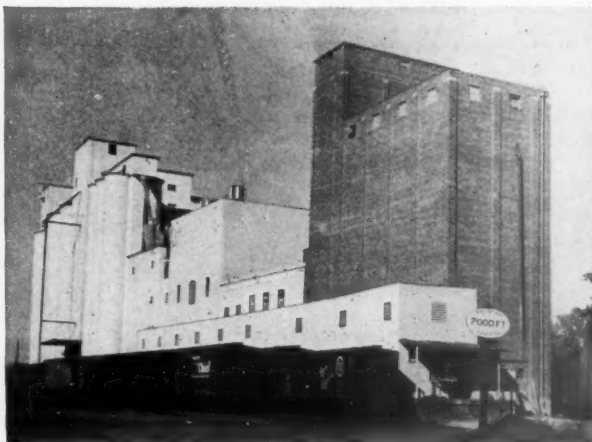
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two points: (1) It is almost impossible to plot our course to the next point unless and until we know where we are now; (2) We can give attention to only one thing at a time; most jobs are too complex to be studied as a whole.

Step III—Question Every Detail

Now that we have the job broken down in sufficient detail to see it, we're ready for the next step, and a very logical step it is, too.

The third step in Work Simplification is to ask, "Why?" about a job (or any part of a job), until you can satisfy yourself that you have the best possible answer. Have you ever spent a lot of time working up an idea, a good idea, only to have someone make one of these statements? "Has anyone else ever tried it?" "It's too radical a change." "The union will scream." "It isn't in the budget." "Too hard to sell." "We did all right without it." There are hundreds of other "idea killers" that quickly become "idea killers." Probably more potential improvements have failed because someone had a closed mind than because the solution itself was a bad one. The closed mind is like the red light stopping all traffic. Keep the green light on and allow the idea traffic to move ahead.

The first question to ask is, "Why is the job being done at all?" Just because it is being done doesn't prove the job is necessary. A lot of time has been spent improving jobs that did not have to be done in the first place. However, after deciding that the job is necessary, start questioning each detail of it step-by-step.

First, ask what is being done, and get the answer. Then, "Why is it being done?" and the answer to that, too. Get facts, not opinions; reasons, not excuses. Is it necessary?

Now ask where it's being done, and why it is being done there. Could it be done better some place else? Remember, keep the green light on and don't be anxious to accept the easy answers.

Next, ask when it is being done, and why at that time. Could it be done better at some other time? Earlier? Later?

Ask who is doing it. Why is that person doing it? Does it tie in logically with the rest of his work? Could someone else do it better, more logically or less expensively? Are skill and ability properly utilized? Whoops—watch that green light!

Finally, ask how the detail is being done. What method is being used and why is it being done that way? Don't accept "because we've always done it that way." Try to believe that there's always a better way. The longer something has been done the same way, the more you should believe that it can be done better.

Lawrence A. Appley published a statement in October, 1957, from which I quote a passage: "No particular case, of course, can be built for changing just for the sake of change. However, it is reasonable to suspect, at least until investigation proves otherwise, that in a rapidly changing economy in a society such as ours, a lack of change in approach may indicate complacency. If there is nothing radically new or different about the way we are doing old jobs, the chances are that we have fallen asleep at the switch."

Now is the time to adopt the philosophy as stated in the Work Simplification slogan: "There Must Be a Better Way." Give it a try.

Now that we have gone through the first three steps, we should be

ready for the fourth step in Work Simplification.

Step IV—Develop the New Method

If you've done a good job of "Why-ing?" the details of the job as it's being done now, some parts of a better method have probably occurred to you already. In fact, you may have noted several possibilities for doing some details.

But when you have questioned items without having had any possibilities come to mind for improving, there is a good formula to help you go further.

When you have asked: "What?" without getting a good answer, maybe you can eliminate the detail. Certainly the simplest method is not to do it at all. Explore what would happen if you did eliminate it.

But if you can't do away with it, maybe you've asked: "Where?" "When?" "Who?" without being satisfied with the result. When this is the case, see if you can combine details. If two or more steps can be done at one time, you may save time and effort.

And if you've done all the combining you can do and still have questions left over, see if you can change the steps in a way that will help. Sometimes changing sequence, or the person, or the place will result in a saving.

After the application of Work Simplification thinking in one bakery, I saw a few dollars of hidden costs picked up a while ago. It had been the practice of the cake department to cut the jelly rolls after the jelly or filling had been spread on the cake. By simply changing the sequence and cutting the cake before applying the filling, the bakery saved about one and a half hours of time spent in cleaning the slicing machine.

And, finally, you may have asked, "How?" and not been satisfied that something is being done in the best way. When that happens, see if there is some way you can simplify it. Can it be done more easily?

Step V—Apply the New Method

Before the new method can be put to use, it may have to be "sold" to other people up the line and down the line. Therefore, it should be written up indicating clearly what it will do in the way of cost savings, time, effort, additional safety, etc. Be sure to give credit to any other person contributing to it.

Use the new method, but not necessarily forever because you dreamed it up; only until a better way is de-

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veloped. The new way of today will become the old method later on.

William J. Reilly in his book, "The Law of Intelligent Action," says: "When a person is confronted with a problem, the intelligence of his action is dependent on three primary factors: (1) His desire to solve the problem; (2) His ability to solve the problem; (3) His capacity for handling the human relations involved.

Do most supervisors have the desire to find answers to their problems? Of course they do if they have any regard for their success. The big trick is to get others to have the same desire. This might be easier if we keep in mind that there are only two reasons why anybody desires to do anything: (1) Because he wants to gain something; (2) Because he wants to avoid losing something.

Do most people feel that they can gain something by helping their supervisors arrive at solutions to their problems more quickly and more accurately? We are sure they do. It is amazing what some people will do for praise and recognition.

Ability: Do people have the ability to help solve the management problems of the supervisor? We have observed many cases in which there was tremendous ability when given the opportunity in the proper management climate. Men can be placed in departments or divisions, and within the department they can be classified as to skill and ability. But you can neither departmentalize nor classify the brains of these men. Brains are where you find them.

Capacity for human relations: All problems are made up of two sides—technical and human. Of the two it is frequently the latter, the human, which is the more difficult to handle. It exists because it is human nature to resist change and to resent criticism and, unfortunately, the answer to most problems will represent a change for some people, and will be taken as criticism by others.

People resist change because the feeling of complacency is a comfortable feeling, and when there is danger that their comfortable state of affairs may be disturbed, people go into action. However, changes can be brought about and new answers to our problems applied if we remember the gyroscope. It is a marvelous example of resistance to change. It will resist a sudden change in position with unbelievable force and if too abrupt, it will be destroyed. On the other hand, its position can be completely changed if it is done slowly.

Most people do not like to be criticized in spite of the fact that those who have helped us most are those who have shown us where we were wrong. Even when we ask for criticism, in most cases we really want praise and not criticism. We say to our wife, "I just waxed the car. Come out and take a look at it and tell me what you think of it." If she says, "Good job! Shines like a new dime," everything is fine. On the other hand, if she tells the truth that we waxed over dirt and it's streaky, then we dig up 20 reasons to justify the poor job.

Consultative Approach

We can immeasurably increase our capacity for handling the human relations aspect of Work Simplification

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and, at the same time reduce the gravity of the human relations problems which might arise, if we take the consultative approach. Consulting the people involved, particularly your employees, is a very real help in each one of the 5 steps of Work Simplification, but it is particularly important in Step 3 in which we do this very serious "depth-questioning." But here again, as with much of the effort in W.S., we must have certain deep-seated principles to guide us. We must first of all believe very sincerely that the employee on the job knows more about that job than any-

one else. We must give every evidence of being sincere in seeking for ideas, reactions and feelings. Our behavior must be such that each employee gets a real feeling of recognition of his importance as an individual, as well as complete understanding that there is a continuous sharing of information, ideas, plans and problems with those affected.

The supervisor or manager who wants to adopt the consultative approach with his people must be equally strong in his belief that he is not merely selling ideas under a disguise, nor going through certain motions of

letting others talk while he himself is really not interested in their reactions at all.

Certainly we must be assured that if the people in our bakeries are not motivated to produce, there will be no production; if they are not motivated and invited to "get into the act" as we go about simplifying our jobs and improving our methods, there will be no method improvements; and if our people are not motivated to help us reduce costs—or enhance our profits—neither of these two very desirable ends will be gained.

WITH BAKERS—



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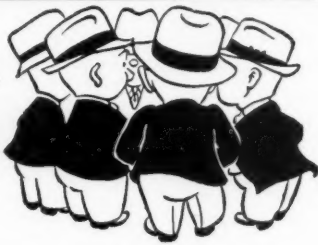


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TRADE PULSE

● National Glaco Chemical Corp. has appointed three new assistant general sales managers: **Philip J. Provost**, Fair Lawn, N.J.; **Russell T. Bundy**, Pittsburgh; and **John C. Morris**, Whittier, Cal. All have had previous experience with Glaco.

● Penick & Ford, Inc., processor of corn syrups and starches, has added **David J. Waters**, graduate of St. Louis University with a bachelor of science degree in chemistry, to its

sales staff operating in Iowa, Nebraska, Kansas and Missouri.

● **F. V. Carus**, who has served the baking industry 17 years in various engineering positions, has joined the Petersen division of Petersen Oven Co. as chief engineer.

● Appointment of **Martin T. Walsh** as comptroller of the Salerno-Megowen Biscuit Co. has been announced by **George Salerno**, president. Mr. Walsh formerly served as senior accountant for more than six years on the Chicago audit staff of Touche, Niven, Baily & Smart, an international certified public accounting firm.

● Virginia Dare Extract Co., Inc., has appointed **Joseph J. Carroll** as a new sales representative in portions of Pennsylvania, West Virginia, Virginia, Delaware, and Maryland. Mr. Carroll's duties will include development of sales for the company's products to the baking industry.

● **T. G. Hagen**, a member of the J. H. Day Co. Division of Cleveland Automatic Machine Co., Cincinnati, 17 years, has been advanced to a position as sales engineer and will head the firm's St. Louis office, serving Missouri, Kansas, Arkansas and southern Illinois. During his career, Mr. Hagen has worked at various times in the manufacturing, production, service and sales departments.

● **B. E. Petry**, designer of ovens and equipment for the baking industry, has been named chief engineer in the oven division of Baker Perkins, Inc., Saginaw, Mich.

● In keeping with its expansion and development of special products, Read Standard Division of Capitol Products Corp., York, Pa., has created a chief engineering position in its special products section. **William J.**

Strandwitz, Jr., executive officer of Read Standard, has named **Donald C. Graham** to fill the new position. Mr. Graham was formerly head of the production engineers' section of Baker Perkins, Inc.

● **John M. St. John**, formerly director of engineering for Quality Bakers of America Cooperative, Inc., has been named to a newly-created position as director of research and development. A new research and development department is being formed under his direction to develop new products for the company's growing line of bakery equipment.

● **Richard Fink** of the Fink Baking Co., chairman of the baking industry's United Jewish Appeal drive last year, has been renamed to head the UJA.

● **Arthur Strump**, veteran DCA Food Industries, Inc., sales executive for



Arthur Strump

14 years, now heads the new combined Ohio and Chicago sales territories, known as the Midwest region, for DCA's bakery division. Mr. Strump had managed the Ohio territory prior to this promotion, having come up through the ranks in the sales and merchandising. He will headquarter in Chicago.

● The Kitchens of Sara Lee, Inc., Chicago, has appointed **Joseph Rock** as manager of its Detroit branch. Before assuming his new position, Mr. Rock was with Sara Lee for more than two years in Detroit area sales operations.

● **James V. Melton** has been elected vice president of Pollock Paper Corp.

● **Lorne R. Stanley** has been named vice president of the consumer package division, Safe-T-Pacific Baking Co., San Francisco and Los Angeles.

● National Starch Products, Inc., Atlanta, has announced two new appointments. **Fred N. Eastwood**, formerly adhesive sales supervisor at Atlanta, is assuming new responsibilities in the company's southern

division at New Orleans. He will represent National Starch in Texas, Arkansas, Louisiana, Mississippi and Alabama. **Lawrence J. Horan** has been named manager of the southeastern division, with headquarters in Atlanta.

● **Joseph Hunt**, general salesman for Shelby Biscuit Co., has been promoted to general sales manager and will be in charge of sales representatives in the Houston, Texas, area.

● The Waxed Paper Institute and Waxed Paper Merchandising Council have named **John A. Egan**, formerly eastern regional manager of the council, as executive director.

● **R. D. Cleaves** of Cochran Continental Container Corp., Louisville, was elected president at the 1958 annual meeting of the Aluminum Foil Containers Manufacturers Assn., Inc.; **George J. Buff, Jr.**, Penny Plate, Inc., Haddonfield, N.J., was elected vice president; **Stuart J. Swensson**, Pittsburgh, was reelected secretary-treasurer. Elected to serve on the board of directors were: **John B. Bowman**, Ekco-Alcoa Containers, Inc.; **George J. Buff, Jr.**; **Glenn E. Carter**, Reynolds Metals Co.; along with **N. A. Cooke**, Kaiser Aluminum & Chemical Sales, Inc.

● **Mrs. Audrey Pullman**, who has served Schaefer's Kalamazoo (Mich.) Bakery for 26 years in various capacities such as office personnel manager, purchasing director, plant manager and company secretary, has retired. Mrs. Pullman has no definite plans except to travel and rest.

● **George J. Cadotte, Sr.**, vice president of Central Waxed Paper Co., was recently reelected chairman of the board of directors of the Waxed Paper Institute. Also reelected for one-year terms were **William P. Lyle, Jr.**, divisional sales manager of Nashua Corp., as vice chairman of the board; and **Robert M. Koch**, vice president and general manager of Zimmer Paper Products, Inc., as secretary-treasurer.

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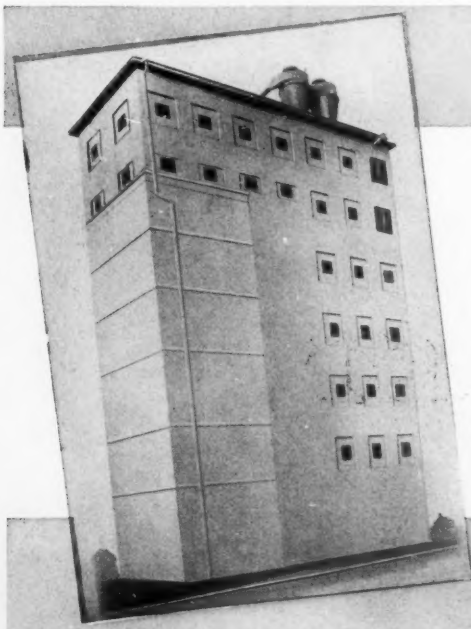
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SALINA, KANSAS

THE BAKE SHOP

Trouble Shooter

Rusks

We wish to make up some samples of rusk, preferably with added zest, and have been thinking of spraying with a combination of lemon, cinnamon, cloves and mace oils, all in a quart of coconut oil. We are also thinking of sprinkling on powdered ground cinnamon, mace, allspice, or even ground pecans or almonds. Knowing that you are familiar with rusks, we would appreciate any suggestions and a recommended procedure.—J. P., Mich.

You would like to spray rusk with a combination of flavor oils. When it comes to flavor, you will find that the type or types the public prefers depend a great deal upon the locality being served. I rather doubt whether chopped nuts would stick on the rusk. However, powdered cinnamon, etc., when sifted on top of the rusk before baking, should produce better results. You might wish to try a spray composed of 1 qt. regular corn syrup and 1 pt. water brought to a boil. Spray the rusk after toasting and then place the chopped nuts on top. The syrup wash may help to keep the nuts on the rusk.

Salt Rising Bread

Would you please suggest a recipe for salt rising bread?—H. C., Pa.

Here is a good formula for salt rising bread. The yeast may be purchased from your supply house. Note that under "precautions" it is mentioned that some bakers add a little regular yeast to the sponge to obtain slightly more volume.

SALT RISING BREAD

Bring to a boil:

3 lb. water

Mix well together:

8 oz. salt rising yeast

6 oz. milk solids (non-fat)

Stir this into the boiling water. Pour mixture into a covered pail or crock and place in a warm location, about 90 to 100° F., for about nine hours. As soon as the gas starts to form, it is best to stir the yeast and allow it to stand for about one to two hours longer.

Then take the yeast and mix in slightly:

3 lb. water (110° F.)

5 lb. bread flour

Allow this sponge to stand, in a warm place, until it drops. This will take from 1½ to 3 hours.

To make the dough, add to the sponge:

2½ oz. salt

5 oz. sugar

3 lb. water (130° F.)

6 oz. shortening

10 lb. bread flour

Mix the dough no more than necessary to make it smooth. Allow the dough to rest for about 5 min. Scale the dough into pieces of the desired weight and mold at once. Proof the

loaves until they are about double in volume and bake at the usual bread temperature. After baking, brush the top of the loaves with melted butter or shortening.

Precautions

(1) Make the sponge and dough warm (about 95 to 100° F.); (2) avoid cold drafts; (3) use small pans; (4) proof the bread at about 110° F.; (5) place the pans in the proof-box as soon as possible so that the dough will not cool; (6) use warm pans; (7) some soft flour may be used if desired; (8) mix as little as possible; (9) some bakers add a little regular baker's yeast to the sponge so that the finished loaf will have slightly more volume; (10) the volume of this type of bread is not as large as ordinary bread; (11) the dough should be on the slack side, just stiff enough to handle; (12) do not allow the yeast to ferment too long, as it becomes sour and then will lose its strength.

Pumpkin Pies

We are having trouble with our pumpkin pies weeping about two hours after they come from the oven.—H.L.K., Texas.

You mention having difficulty with your pumpkin pies weeping. In checking your formula I find that we use one that is very similar, and have not run into this trouble. However, instead of using 2½ lb. sugar we use 2 lb. and ½ pt. high grade molasses. Using the same brand of pumpkin we use from 4 to 4½ qt. of milk instead of 3 plus, as you do.

It is a good idea to allow the pumpkin filling to stand at least one hour

before it is placed in the unbaked pie shells. This will allow the canned pumpkin to re-absorb some of the moisture.

After trying the above ideas, should your trouble persist, I would like to suggest that you contact your supply house and obtain from them what is known as a stabilizer. There are quite a number of them on the market.

Cheese Cake

We are planning to manufacture a frozen cheese cake and would appreciate a mix similar to some of the commercially-produced better ones.—R.C.M., Texas.

You may wish to experiment with the following formula for frozen cheese cake, even to cutting it down to a smaller size.

FROZEN CHEESE CAKE

Heat together until quite warm

4 lb. 4 oz. milk

4 lb. 4 oz. eggs (part yolks)

15 lb. sugar

4 oz. salt

Dissolve and add to above

4 lb. 4 oz. water

1 lb. 6 oz. gelatin

Mix in:

20 lb. fine ground baker's cheese

Whip until light:

6 lb. 4 oz. egg whites

Then whip light:

3 gal. cream (36%)

Fold above ingredients into the whipped mixtures slowly with a wire whip or by hand.

Refrigerate about 12 hours at 32 to 35° F. Store in a refrigerated case or box.

Brown 'N Serve

Have you a formula for a brown 'n serve loaf of bread? How are the small pieces made that comprise the loaf? We are interested in making a good, distinctive bread of this type.—A.T.M., Okla.

Here are two formulas you may wish to try. The one containing egg yolks should produce the best loaf of bread. This type of bread is produced by making up the dough pieces into finger rolls and placing them close together in the pans.

SOFT ROLL SPONGE

Sponge

9 lb. flour

5 lb. 8 oz. water

6 oz. yeast

½ oz. yeast food

1 oz. malt

Sponge temperature 78° F. Sponge time 4½ hours.

Dough

5 lb. flour

2 lb. 8 oz. water

4 oz. salt

1 lb. 6 oz. sugar

1 lb. 6 oz. shortening

14 oz. milk solids (non-fat)

Dough temperature 80° F. No floor time.

SOFT ROLLS

14 lb. flour

8 lb. water (variable)

12 oz. yeast

4 oz. salt

1 lb. 8 oz. sugar

1 lb. 8 oz. shortening

12 oz. milk solids (non-fat)

Dough temperature 82° F. Time to bench 45 min.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

Automatic Bakery Moves Closer to Industry Use

CHICAGO—The extent to which automation of a wholesale bakery can produce higher profit margins was detailed by several speakers at the American Society of Bakery Engineers meeting here last month.

The laying out of an automatic roll plant for profitable operation was described by Melburn B. Hancock, Union Machinery Co., Richmond, Va. He suggested the baker take a

look at his own operation with an unprejudiced eye. "If the plant layout does not provide for an orderly operation you are on the wrong track," Mr. Hancock said. "If your men have to move racks they are not making the dollars for you they should." Again, in determining a new plant layout, the supplier and the bakery engineering department must consider the feelings of both the sales and production departments so the best of everyone's ideas can be incorporated.

Mr. Hancock felt that almost a quarter of the profit of some plants could be in rolls and buns with their higher profit margins. (26¢ lb. compared to 18¢ lb. for bread.) He emphasized that the baker should not

count himself out of automation just because he is small, since the labor saving qualities of roll and bun machinery apply equally to all plants.



For instance, a basic bun and roll makeup unit requires three men to operate it, but two units require only five because one operator can take

care of both units. The addition of an automatic pan feeder will replace two more men and the addition of automatic conveying equipment will replace another two. However, Mr. Hancock cautioned, the baker cannot save 100% on labor when going completely automatic, since better operators are needed and so are more maintenance personnel. "A completely automatic operation is similar to a chain—you are in trouble if any one link of the chain breaks."

The Formulation Procedure

Another portion of the discussion on rolls and the production equipment available today for making roll production possible was discussed by



WORK SIMPLIFICATION, SAFETY—During the morning session March 5 at the 34th annual meeting of the ASBE, Frank A. Busse, Quality Bakers of America Cooperative, Inc., New York, shown at the left above, spoke on work simplification, with Ned W. Bost, Bost's Bakery, Shelby, N.C., as session chairman. In the center is Dr. Robert N. McMurry, of McMurry, Hamstra &

Co., Chicago, speaking on communications. The illustration at the right shows Ray Thelen, Pillsbury Mills, Inc., Minneapolis, meeting chairman, Frank J. Wirken, Interstate Bakeries Corp., Kansas City, speaking on safety in work habits, and John A. Abbott, Food Machinery & Chemical Corp., San Jose, Cal.



SCIENTIFIC RESEARCH—The effect of pH on cakes and cookies, as well as technical discussions of emulsifiers, inverts, mixing and packaging of cakes featured the morning ASBE session March 6. At the left above are Henry H. Favor, R. T. Vanderbilt Co., Inc., New York, and Dr. Charles A. Glabau, Bakers Weekly, New York. At the right is Arthur G. Hackett, Drake Bak-

eries, Inc., New York, who read the paper on continuous cake mixing prepared by Walter E. Jackson, New Standard Baking Co., Philadelphia; Virgil L. Adkins, Highland Bakery, Inc., Decatur, Ga., session chairman, and John H. Herrick, Bestpak, Inc., Wellesley Hills, Mass., who discussed new developments in packaging of particular interest to the wholesaler.



FOREIGN VISITORS—One of the traditional highlights of the annual American Society of Baking Engineers meeting is the interviewing of society members and visitors from foreign lands. This year, three men appeared on the program. Left to right in the first row illustration above are William Anderson, Edinburgh, Scotland; Howard K. S. Lau, Honolulu, T.H., and Harry Colbourne, of the British affiliate chapter. The center illustration shows Glenn E. Hargrave, the Panipus Co., Kansas City, who interviewed the visitors.

At the right are four speakers during the afternoon session March 4 on education, training and human relations in the baking industry: Charles Meyer, Jr., Meyer's Bakery, Little Rock, Ark.; Judge William D. Becker, Grocers Baking Co., Louisville; Dr. L. A. Rumsey, Florida State University School of Baking Science and Management, Tallahassee, and John A. Wagner, American Stores Co., Philadelphia, session chairman. There were also several visitors from other areas, including Alaska.

WHEAT FLOUR / *Cornerstone of Civilization*

HOW THE CONCEPT OF 'HOME' WAS BORN

Early man was a nomad and a hunter. He wandered, following the herds of wild animals that provided him food and skins. The idea of "home" was not yet developed.

Then, man learned to sow and cultivate wild grasses, ancestors of wheat, and to harvest the seed from which wheat developed. And he learned that to till the soil, he had to build shelter and live in one place. Here was the beginning of "home," one of our most cherished institutions.

The Kansas Milling Company, in exercising the highest standards of milling, employs the latest scientific methods to produce truly fine-quality flours that perform again . . . again . . . and again.

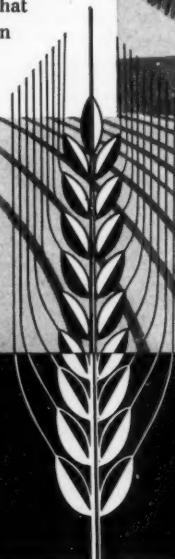
*First in a series of institutional messages
dedicated to the bakers of America*

KANSAS MILLING COMPANY

WICHITA

MOUNDRIDGE

MARION



Albert E. Tolley, Gottfried Baking Co., New York, who discussed automatic bun production with emphasis on formulation, makeup, proofing, baking, cooling, slicing and wrapping. Mr. Tolley confirms that buns and rolls are an up-and-coming profit maker and emphasized that "our first, last and only consideration is quality of product—because that's all we have to sell."

Mr. Tolley discussed briefly the necessary ingredient qualities the baker should consider for efficient bun and roll production. For instance, the flour should be of sufficient quality to carry the added sugar and shortening of a rich formula, and should have good machine tolerance. It was also suggested that 10 to 15% of a high gluten flour would give good volume and a good hinge, necessary where price is a factor or where the bun will be getting fast, rough handling. He suggested that in many localities milk must be left out to meet diet restrictions on hamburger buns and wiener rolls and felt that this elimination should not prevent the making of good rolls.

It is the equipment that has made bun and roll production profitable, Mr. Tolley said, since a make-up unit which scales, rounds, proofs and pans automatically will be able to make money or justify the equipment outlay for any baker producing 6 000 dozen rolls a day or more.

Mr. Tolley suggested that the dough pieces should not be allowed to crust over in the proof box. He illustrated the two varieties of cooling procedures—one of which cools the products from the oven in the normal manner or on conveyor belts and the other for sheet and cluster products which are usually cooled in the pan and dumped at the slicing machine.

Eliminating Bottlenecks

The synchronization of make-up equipment so that capacities of individual units can be related to eliminate bottle necks in production was discussed by Lee J. Pergiel, American Stores Co., Wilkes-Barre, Pa. Mr. Pergiel feels that the "furniture" in almost any bakery make-up department can be rearranged as an answer to rapidly increasing costs. If the baker wants maximum productivity in order to fight dwindling profits due to increased operation cost, the synchronization of equipment is a must, Mr. Pergiel said. Included in this vital area is adequate equipment, proper scheduling and correct plant layout. The make-up equipment stops at the oven and does not include the mixers either, Mr. Pergiel said, but the oven is the focal point and is always the governing factor.

—BREAD IS THE STAFF OF LIFE—

Human Approach To Labor Relations Urged in Industry

CHICAGO—The practice of tolerance by both labor and management, together with the following of the Golden Rule, were described as the foundation of successful labor relations by a speaker at last month's American Society of Bakery Engineers annual meeting.

Judge William D. Becker, Grocers Baking Co., Louisville, Ky., during his talk on the human approach to labor relations, said that the heart of any worthwhile labor policy involves first and foremost human beings and human values.

Judge Becker is a practicing attorney and a corporation lawyer. Dur-

ing his experience in the field of labor relations, he believes that industry has "only scratched the surface" in the development of human beings.

Using several examples, he pointed out that inflation affects the attitudes of people. For instance, he said, inflation encourages soft labor contracts with the higher cost passed on. Fringe benefits develop. Four types of fringe benefits involve new types, higher cost of old benefits, long recovery for former benefits and wider coverage for new and old benefits. Fringe benefits, he said, cost 30¢ an hour or \$40 billion annually.

In his development of the relation of management to employees, or labor, he pointed out that the Wagner Act, which has been in effect for close to 30 years, gave labor almost unlimited jurisdiction. In 1947, however, the Taft-Hartley Act tried to improve the responsibility of labor to make it equal to its jurisdiction. It was an attempt to put labor and man-

agement on a balanced basis.

Throughout his remarks, Judge Becker emphasized that human values are more important than economic ones. "A sound labor policy does not happen by accident. It must be worked at, planned and programmed just as production schedules are arranged. It requires the co-operative efforts of employer and employee," Judge Becker said.

"The employee must feel he belongs. The success of the company depends on him, and understanding exists between the two divisions of the firm and in how well the company satisfies the emotional needs of the worker."

First, he said, management must be tolerant. It must forget selfish interest, avoid criticism or sarcasm, give sincere compliments and avoid criticism before other employees, listen to other viewpoints, and accord unions courteous respect. He suggests the Golden Rule in labor relations.

American Society of Bakery Engineers Officers and Executive Committee, 1958-59

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President: **ANDREAS F. REISING**
Sunrise Bakery, Inc., New Orleans, La.

First Vice President: **H. ALVIN MEYER**
Grocers Baking Co., Lexington, Ky.

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American Society of Bakery Engineers, Chicago

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Ray Thelen, Pillsbury Mills, Inc., Minneapolis, Minn.

Robert Nicolait, Helms Bakeries, Los Angeles, Cal.

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William Kollman, Continental Baking Co., Queens, N.Y.

Rube Zimmerman, Cahokia Flour Co., St. Louis, Mo.

Duncan D. Anderson, F. N. Calderwood, Inc., Portland, Maine

Edward M. Voorhees, Baker Maid Products, Inc., De Land, Fla.

Plus the chairmen of the four chapters of the society elected by the respective chapters.

Program, Committee Chairmen

Program Chairman: **Lewis P. MacAdams**, Food Industries Co., Dallas, Texas
Assistant Program Chairman: **Irwin O. Rohrbach**, Standard Brands, Inc., New York

Property Manager: **C. D. Sanderson**, Pillsbury Mills, Inc., Chicago

Music Committee: **William E. Maier**, Maier's Bakery, Reading, Pa.

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Early Birds Breakfast: **Fred L. Cobb**, Cobb's Sunlit Bakery, Green Bay, Wis.

Baked Foods Display: **William L. Grewe**, International Milling Co., Chicago, Ill.

Assistant: **Henri Dutz**, Chicago, Ill.

Finance: **John C. Mac Alpine**, J. C. Mac Alpine & Son Co., Philadelphia, Pa.

News-Letter: **Rodger Hopper**, Swift & Co., Chicago

Inter-Relations: (To be appointed)

Visual Education: **C. G. Harrel**, Pillsbury Mills, Inc., Minneapolis, Minn.

Safety: **Frank J. Wirken**, Interstate Bakeries Corp., Kansas City

Publications: **Arthur E. Grawert**, Pillsbury Mills, Inc., Minneapolis, Minn.

Information Service: **M. J. Swortfiguer**, American Dry Milk Institute, St. Louis

Manual: **Lloyd R. Wolfe**, The Bryo Co., Chicago, Ill.

Sanitation: **Albert J. Faulhaber**, American Stores Co., Philadelphia, Pa. (Alternate, **Martin Eisenstaedt**, American Stores Co.)

Index: **P. E. Minton**, Nulomoline Co., Chicago, Ill.

Nominating: **Harold M. Freund**, Freund Baking Co., St. Louis

American Standards Assn., Z-50 Committee: **Frank J. Wirken**, Interstate Bakeries Corp., Kansas City

Membership: **D. L. McIntyre**, Industrial Consultant, Wareham, Mass.

Steering and Planning: **Willard H. Geller**, John R. Thompson Co., Chicago, Ill.

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Insurance: **Charles E. Riley**, Bestex Foods Corp., Chicago, Ill.

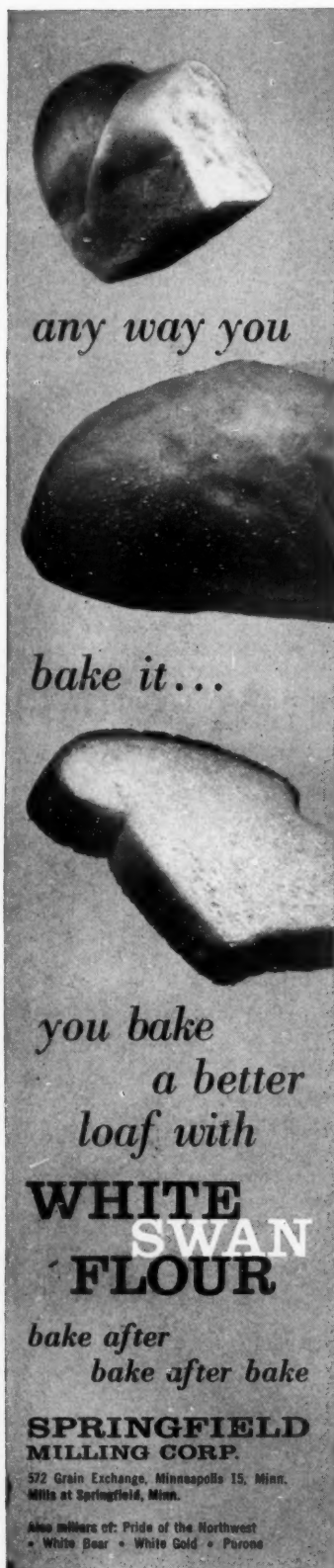
Secretary Assistant: **Rowland J. Clark**, W. E. Long Co., Chicago, Ill.

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Standardization Sub-Committee on Pans: **J. H. Debs**, Chicago Metallic Mfg. Co., Chicago, Ill.

British Affiliate: **Fred Weberpals**, H. C. Bohack Co., Inc., Brooklyn, N.Y.

Housing: (To be appointed)



any way you

bake it...

*you bake
a better
loaf with*

**WHITE
SWAN
FLOUR**

*bake after
bake after bake*

**SPRINGFIELD
MILLING CORP.**

572 Grain Exchange, Minneapolis 15, Minn.
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Also millers of: Pride of the Northwest
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Bakery Merchandising

Survey on Baked Goods, Concludes Women Must Receive Major Selling Appeal

NEW YORK—No one is inclined to question the fact that it is the woman who buys most of the family's requirements in baked goods, including bread. Now McCall's magazine has released its second food and grocery products purchase diary study which presents survey statistics to document the extent of the woman's control of the purchase and brand selection of these items.

The study shows that in 92.7% of families purchasing, it is the woman who actually buys the bread; in over 82% of the families purchasing, she buys the cakes, pies, rolls and other ready-to-eat baked goods; in 88.4% of the families purchasing, she buys the oven-ready products. Other significant points brought out in the study of 1,090 families include these:

—for each \$3 women spend in bakeries for cakes, pies, rolls, muffins, etc., they spend \$4 in other types of food stores for the same items.

—for each \$1 women spend on oven-ready bread, rolls, muffins, biscuits, etc., they spend \$23.75 on ready-to-eat baked goods.

The purchase diary study from which these facts are excerpted is a comprehensive, nationwide survey of the grocery buying patterns of the American family. Conducted for McCall's by Home Testing Institute, this study covered the grocery purchases, for an entire week, by 1,090 HTI national panel families, providing an

accurate cross-section of the nation's families.

The diaries, kept by the homemaker in the participating families, reported a total of 233 separate items; 47,539 purchases of 92,214 units for a total expenditure of \$27,531.40.

Here's the summarized statistical data (based on families purchasing) on baked goods:

	Women bought %	Women had the idea %	Women determined the brand %
READY TO EAT:			
Bread	92.7	95.2	94.5
Cakes, pies			
—bought in bakery	82.8	81.2	80.0
—not bought in bakery	87.1	81.3	83.7
Rolls, muffins, etc.			
—bought in bakery	82.5	84.8	80.0
—not bought in bakery	85.9	82.9	83.6
OVEN-READY:			
Bread, rolls, muffins, biscuits, etc.	88.4	86.7	86.1
**Type, not brand.			

The study also revealed that following the buying pattern for practically all of the family's food and grocery products needs, the purchase of cereals is controlled by the woman—who makes 82.3 to 86.8% of the purchases, depending on the type of cereal. Brand decisions are also made, in the majority of cases by the woman.

Mothers do the bulk of the buying, too, of presweetened cereals, where the children's influence is most felt in the "idea to buy."



PROMOTIONAL PLANS REVIEWED—The executive committee of Holsum Unified Bakers reviewed advertising and merchandising plans for 1959 during its annual meeting recently in Chicago. The program was presented by the advertising agency for the Holsum bakers, the W. E. Long Co., Independent Bakers Cooperative. Members attending were, seated left to right: Nick Amrhein, Jr., Amrhein's Bakery, Inc., Springfield, Ill.; William P. McGough, McGough Bakeries Corp., Birmingham, Ala.; Cesar Medina, chairman of the Holsum executive committee, Holsum Baking Co., Tampa, Fla.; W. F. Cotton, Cotton Bros. Baking Co., Inc., Alexandria, La.; J. Russell King, Gunzenhauser Bakery, Inc., Lancaster, Pa. Standing, left to right: Richard Worland, Dietzen's Bakeries, Inc., Kokomo, Ind.; Clark Rorbach, Phoenix Bakery, Inc., Phoenix, Ariz.; W. L. Trammell, Holsum Baking Co., Harlingen, Texas; E. J. Gase, the Gase Baking Co., Saginaw, Mich.; John Apple, Butter Krust Baking Co., Sunbury, Pa.; and J. G. Kettle, Jamestown Baking Co., Inc., Jamestown, N.Y. Committee members not shown: J. P. Cash, Fuchs Baking Co., South Miami, Fla.; Gene Reischman, Holsum Baking Co., Roswell, N.M.; and Neil DeLaney, Mrs. Boehme's Bakery, San Angelo, Texas.

U.S. Chamber Votes For "Good Faith" Price Cutting

WASHINGTON — Organization members of the Chamber of Commerce of the U.S. have voted almost 10 to 1 for new policy upholding the right of business men to reduce prices to some customers, but not others, when they do so in good faith to meet a competitor's price.

The new policy will place the chamber in opposition to legislation (S. 11 and H.R. 11) which would amend the Robinson-Patman Act to restrict this right. The act now prohibits price discrimination which hurts competition, but the Supreme Court has held that the "good faith" argument is an absolute defense to a charge of violation of this provision.

Members were asked by the chamber to accept or reject a policy proposal stating that the "good faith" argument should continue to be an absolute defense against the charge. A nation-wide referendum showed 2,802 votes in favor of the proposal and 290 against.

The chamber pointed out that the present law does not sanction price cutting wars, but merely allows a business to meet, not beat, competition. The proposed amendment, according to the chamber, would upset the Supreme Court ruling that a seller has a perfect right to meet a competitor's lower price in good faith and to rely on such action as a full defense in the event charges are brought under the act.

The policy proposal originated with the chamber's domestic distribution committee made up of business leaders in the wholesale, retail and service fields. After careful study, the committee concluded that the chamber should support the "good faith" principle, and asked the board to place the proposal before the chamber organization membership for approval or rejection via referendum as provided in chamber by-laws.

Most chamber policy is adopted by member organizations at annual meetings in the spring. But chamber by-laws authorize the directors to call for a referendum if policy is needed before then.

Sales Fundamentals Theme for Annual Sterwin Meeting

NEW YORK—How to apply the fundamentals of salesmanship to the "specifics" of its own sales organization was the principal theme of the annual sales conference recently concluded by Sterwin Chemicals, Inc., at the Hotel Manhattan, New York.

The company's full sales staff in the U.S. and Canada attended the five-day meeting. This year's theme was called by Robert S. Whiteside, president, a "re-emphasis of the importance of basic sales concepts." Rather than a generalized review of accepted theories, however, the sessions stressed the "most efficient tactics of applying fundamental sales strategy to the daily problems of selling Sterwin's line of products to the various food and pharmaceutical industries," he said.

Unlike previous years, a major share of conference time was not set aside for technical reviews of new and old products. Accenting the personalized theme, a complete day was devoted to conferences among executives and salesmen in order to work out individual field problems.

Discussion sessions were directed by Mr. Whiteside; William X. Clark, vice president in charge of sales; Dr. R. C. Sherwood, vice president and technical director, and Keith M. Baldwin, E. P. Hassler and L. R. Patton, assistant sales managers.

The climax of the conference was a dinner attended by James Hill, Jr., chairman, and J. Mark Hiebert, president of Sterling Drug, Inc., of which Sterwin is a subsidiary.

—BREAD IS THE STAFF OF LIFE—

Pillsbury Acquires DC3 Aircraft

MINNEAPOLIS — Pillsbury Mills, Inc., has acquired and placed in service a converted DC3 aircraft, replacing the Beechcraft plane formerly used. The new aircraft will be used by Pillsbury executives and technicians. Formerly a military plane, it will accommodate 14 passengers, with furniture and equipment for carrying on work and business conferences while traveling.



ROSES-IN-SNOW PROMOTION REVAMPED—The traditional Mother's Day promotion of General Mills, Inc., Minneapolis, has been restyled to offer bakers a number of ways to decorate their cakes, and to include coffee cake, cherry chiffon pie and snowballs. A "mother's profile" stencil is included in the kit available from General Mills salesmen. The kit includes complete decorating instructions, formulas, stencils, posters, Mother's Day cards, streamers, salesgirl's headband and rose decorated doilies. The package is designed to provide bakers with a complete promotion package to aid bakers in capturing profitable business. H. E. Hale, bakery service manager, points out.

Formulas for Profit

Whipped Cream Products Are Eye Catchers

Use as Fillings

CHOCOLATE PEPPERMINT ROLLS

Beat light:

1 lb. egg yolks
14 oz. sugar
4 oz. water
Vanilla to suit

Then beat light and fold into the above mixture:

1 lb. egg whites
14 oz. sugar
¼ oz. salt

Sift together thoroughly and fold in:

8 oz. cake flour
7 oz. cocoa
½ oz. baking powder

This mix will make two paper covered pans 18 x 26 in. Bake at about 400° F. When baked, remove the paper and roll up, after first dusting the sheets with flour. Allow the rolls to cool. Then unroll the sheets and fill with the whipped cream mixture. Re-roll and cover the tops with a chocolate icing. Then cut into pieces of desired size.

BOSTON WHIPPED CREAM PIES

Sponge Cake Mix

Beat fairly stiff:

4 lb. sugar
3 lb. whole eggs
1 lb. yolks
1 lb. corn syrup
1 oz. salt

Add:

Vanilla to suit

Then add gradually, sifted together:

4 lb. cake flour
1 oz. baking powder

Deposit in deep, greased and dusted pie tins, and bake at about 380° F. When the cakes are baked and cooled, slice them in half. Place a thick layer of whipped cream on the lower half and place the other half on top. Then sieve a thin layer of powdered sugar on the tops. If desired, they may be iced with a thin coating of chocolate icing.

CHARLOTTE RUSSE

Lady Fingers

Heat to about 110° F. in a warm water bath and then beat light:

1 pt. eggs
1 lb. sugar
¼ oz. salt

Sift and fold in carefully:

1 lb. cake flour
Vanilla to suit

Deposit on paper, with a canvas bag and a small round tube into bars about 3½-in. length. Sift powdered sugar on top. Shake excess sugar from the paper. Place on double pans and bake at about 420° F. When baked, remove the papers from the pans immediately and allow to cool. Then turn the papers over and wash with warm water. Then remove lady fingers from the paper.

Place four lady fingers in each Charlotte Russe cup, standing up. Then fill a canvas bag and a large star tube with either pure whipped cream or stabilized cream and fill the cups, using a circular motion. Have tops of the cream end in a spiral. Then place a candied or maraschino cherry on the top.

Cake Toppings

SOUR CREAM CHEESE CAKE

Cream together:

1 lb. 8 oz. sugar
1 lb. 4 oz. butter
4 oz. starch

Add:

6 lb. cottage cheese which has been run through a fine sieve.

Then add:

1 pt. egg yolks

Stir in:

3 pt. sour cream

Beat light and then fold in carefully:

1 qt. egg whites
8 oz. sugar

Then add:

Vanilla to suit

Pour this mixture into deep layer cake pans lined with a short paste. Bake at about 350° F.

If desired, currants may be sprinkled on top of the cheese mixture before the cakes are placed in the oven.

Short Paste

Cream together:

1 lb. sugar
2 lb. butter

Add:

4 oz. whole eggs

Mix in:

3 lb. cake flour

WHIPPED CREAM ICING FOR CAKES

Cream together:

2 lb. 8 oz. butter
1 lb. 8 oz. shortening
4 lb. 12 oz. powdered sugar

Add gradually:

2 lb. 4 oz. whipping cream
12 oz. evaporated milk

Then fold in carefully:

2 qt. marshmallows
Vanilla to suit

WHIPPED CREAM CAKES (Yellow Layers) (120% Sugar)

Cream together for about 5 min.:

5 lb. cake flour
2 lb. 6 oz. emulsifying type shortening

Mix together and add for about 3 min.:

6 lb. sugar
4½ oz. baking powder
2½ oz. salt
2 lb. 4 oz. milk

Then add and mix for about 8 min.:

2 lb. 8 oz. whole eggs
2 lb. 8 oz. milk
Vanilla to suit

Deposit into pans of desired size and bake at about 360° F. When baked and cooled, wash the layers with a sugar syrup which contains equal parts of invert syrup and water, merely mixed together. This syrup prevents the cream from soaking into the cake.

Then place about ½ in. stabilized cream between two layers. Then cover the top smoothly with whipped cream and cover the sides sparingly. Then cover the sides of the cakes with good cake crumbs which have been passed through a coarse sieve.

If desired, instead of filling the cakes with cream, a good fruit-filling may be used.

PEPPERMINT WHIPPED CREAM

Whip up:

1 qt. 36% cream

Add carefully:

8 oz. sugar
Peppermint flavor to suit

Then fold in carefully:

½ oz. to 1 oz. gelatine which has been dissolved in a little warm water.

Note: If a cream filling is desired, having a firmer body, add some marshmallow to the cream before beating.

For Repeat Sales

COMMERCIAL WHIPPED CREAM (Starch-Gelatine Base)

Stock

2 lb. sugar
½ oz. salt
2 lb. 8 oz. water

Place in a suitable vessel and bring to a boil. Then add the following solution which should be previously prepared in order to soak the gelatine thoroughly.

5 oz. starch
1½ oz. gelatine
1 lb. 8 oz. water

Cook until the mixture thickens and becomes clear. This stock is then allowed to cool. Keep covered to prevent a skin from forming on top. Store in a refrigerator.

Finishing Cream

2 lb. above stock

Commence whipping this 5 or 10 min. before starting to whip the cream. Continue beating the stock until the cream which is being beaten separately has reached its maximum volume.

2 qt. 36% whipping cream
Vanilla to suit

Whip to maximum volume. Then add the beaten stock. Fold gently but quickly.

Note: To permit the stock to stand after beating gives it a chance to congeal so that it will not blend thoroughly with the cream. It is very important to continue beating the stock until the cream has been whipped and then blend the two together. If only one machine is available, beat the stock on the machine while the cream is being whipped by hand.

GOLD CREAM CAKES

Beat together:

1 lb. 4 oz. egg yolks
5 lb. sugar

While beating add:

7 lb. 8 oz. cream (36-38% B.F.)

Beat this to the consistency of sponge cake. Sift together and fold in carefully on medium speed:

5 lb. cake flour
2 oz. salt
2 oz. baking powder

Beat together until light and fold into the above by hand:

2 lb. 8 oz. egg whites
2 lb. sugar
Vanilla to suit

Scale 9 oz. into a 7 x 1½ in. layer pan or 12 oz. into an 8 x 1½ in. layer pan.

Bake at 340 to 360° F. When baked and cool, fill and cover with either true whipped cream or one of the stabilized creams.

PURE WHIPPED CREAM

Whip to a soft peak:

2 qt. whipping cream (36-38% B.F.)

Add slowly:

8 oz. powdered sugar

Then mix in:

Vanilla to suit

Do not beat on high speed. Do not overbeat, as the cream will turn to butter and be unsuitable.

Profitable Whipped Cream Products

Baked foods made with whipped cream are very popular. They not only have eye appeal but also appetite appeal, and are relished by nearly everyone. Today, with modern freezers and refrigerated cases, production and sales are no problem to the baker.

Whipped cream can be used with excellent results both for toppings and fillings. Meringue and marshmallow can often be replaced. It is ideal as a topping for pumpkin, cream, chiffon and "fluffy" types of pies. It has no superior as a filling for puff paste products such as cream slices, Napoleons, cream rolls and Barcelona buns. As a filling and topping for various types of layer cakes whipped cream is a "natural." Sponge and angel food cakes are ideally suited and are favorites with a great many folks. Used as a filling for marshmallow and jelly rolls, it hits the spot.

For the baker who has a homogenizer, we are submitting two formulas that he may wish to try. It should be pointed out, however, that the resulting mixture may not, in many instances, be called whipped cream. The baker can use his own ingenuity in giving it some other "sales appealing" name.

With proper sales effort, whipped cream products will sell and produce repeat business. The public is willing to pay a fair price for outstanding products. But be cautious: (1) Use a high butter fat cream, 36 to 38%; (2) The cream should be held at least 24 hours at about 40-45° F.; (3) Do not whip the cream too far in advance; (4) Whipping of the cream should be done on medium speed; (5) Cakes should be cooled in a refrigerator before being filled and enrobed; (6) They should be returned to the refrigerator or refrigerated show cases so that the cream may set quickly; (7) Before filling and enrobing cakes, wash with a sugar syrup composed of equal parts of invert syrup or honey and water. This decreases soakage of the cream into the cakes; (8) The products should be kept under refrigeration; (9) A stabilized cream can be handled much easier than a regular whipped cream, as it has a firmer body and will stand up longer.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 20), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

STABILIZED WHIPPED CREAM NO. 1

- 1 gal. whipping cream (36% B.F.)
- 1 pt. hot water (about 160° F.)
- 1½ oz. gelatine
- 12 oz. granulated sugar

Dissolve gelatine in the hot water and stir this into the cream. Place in a refrigerator to chill for at least 2 hrs. It may be kept at this stage for several days. Whip up at slow speed. The sugar is added just after the cream is whipped up and is nearly finished. Then add a little pure vanilla extract.

STABILIZED WHIPPED CREAM NO. 2

The following formula is one that has been developed by Frank Jungewalter, formerly with the Associated Retail Bakers of America. It will produce excellent results.

STABILIZED WHIPPED CREAM NO. 3

Marshmallows

Boil to 240 to 242° F.:

- 6 lb. sugar
- ½ oz. cream of tartar
- ¾ qt. water

Beat light:

- 1 qt. egg whites
- 12 oz. sugar

Pour the cooked syrup into the whipped mass gradually and continue beating until nearly cool.

Gelatine Stock

Soak 8 oz. gelatine in 1½ qt. of water.

Whipped Cream

Beat together until it stands up well:

- 1 gal. whipping cream (36-38% B.F.)
- 1 lb. marshmallow

Then add gradually:

- 2 oz. gelatine stock

Then mix in:

- Vanilla to suit

HOMOGENIZED CREAM (No. 2) Stock

Heat slowly to 140° F., stirring constantly:

- 8 lb. milk solids (non-fat)
- 5 lb. 8 oz. sweet cream butter (unsalted)
- 2 lb. 8 oz. shortening (emulsifying type)

As soon as properly heated, run the mixture through the homogenizer. Then store in refrigerator for about 12 to 16 hrs.

Whipped Topping

Beat on medium speed:

- 15 lb. stock

Add gradually:

- 2 lb. powdered sugar
- ½ oz. salt

Continue beating until proper consistency is obtained and then add:

- Vanilla to suit

HOMOGENIZED CREAM (No. 1)

- 12 lb. 8 oz. unsalted sweet cream butter

- 15 lb. emulsifying type shortening
- 12 lb. granulated sugar
- 16 lb. corn sugar (dextrose)
- 10 lb. 12 oz. whole milk powder

Add:

- 63 lb. 8 oz. water

Heat the above mixture to 140 to 145° F. and then homogenize.

Note: Instead of using 12 lb. granulated sugar and 16 lb. corn sugar, a total of 20 lb. granulated sugar may be used.

As soon as the above mixture has been homogenized properly, place in containers and put in a cooler at about 28 to 34° F. for at least 48 hours. It may be kept longer if desired. When properly aged, take 56 lb. of the above mixture and beat for about 30 min. on third speed.

Take:

- 1 lb. 4 oz. sugar
- 12 oz. gelatin
- 6 oz. gum tragacanth
- 5 qt. water
- 1 oz. salt

Mix thoroughly and place in the refrigerator. Then place the above mixture in a machine bowl and beat on fourth speed for about 20 min. When beaten to the proper consistency, fold this gum mixture carefully into the first beaten mixture. Add flavor to suit. The cream is then ready for use.

Some bakers will use 66 lb. of the butter and sugar mixture instead of 56. When this is beaten lightly, they will take some of this beaten mixture, using it for topping the cakes. This makes it somewhat on the soft or sloppy side, giving the cakes a more homemade appearance.

SOUR CREAM CAKES

Cream together:

- 2 lb. sugar
- 8 oz. shortening
- 4 oz. honey or invert syrup
- 8 oz. butter
- ½ oz. salt

Add gradually:

- 6 oz. whole eggs
- 4 oz. yolks

Stir in thoroughly:

- 7 oz. melted butter

Add slowly:

- 12 oz. sour cream

Sift together, add and mix in:

- 2 lb. 4 oz. cake flour
- 1 oz. baking powder

Then stir in:

- 1 lb. milk

Then beat lightly and fold in carefully:

- 8 oz. egg whites

Deposit into pans of desired size and bake at about 375° F. When baked and cool, fill and cover the cakes with stabilized cream. If desired, chopped nuts may be sprinkled on top.

CHOCOLATE DIVINITY CAKES

Beat together:

- 10 oz. egg yolks
- 2 lb. 8 oz. sugar

While beating, add gradually:

- 1 qt. whipping cream (36-38% B.F.)

Sift together:

- 2 lb. 8 oz. cake flour
- 1 oz. baking powder
- 1 oz. salt

Add this alternately with:

- 1 lb. 12 oz. milk
- Vanilla to suit

Stir in:

- 8 oz. melted bitter chocolate

Then beat together until light and fold into the above mixture:

- 1 lb. 4 oz. egg whites
- 12 oz. sugar

Scale 9 oz. into 7 x 1½ in. layers, 12 oz. into 8 x 1½ in. layers.

Bake at about 340 to 360° F. When baked and cool, fill and cover with either true whipped cream or one of the stabilized creams.

COMMERCIAL SPONGE CAKES DE LUXE

Beat together until light:

- 15 lb. eggs
- 15 lb. sugar
- 3 oz. salt
- 9 oz. milk solids (non-fat)
- ¼ oz. mace

Add:

- Vanilla to suit

Then add gradually:

- 4 lb. 8 oz. hot water

Sift together and fold in carefully:

- 9 lb. cake flour
- 2 oz. baking powder

Scale into layer cake pans of desired size and bake at about 380° F.

When baked and cool, fill and cover with either true whipped cream or one of the stabilized creams.

WHIPPED CREAM PUFFS

Bring to a boil:

- 1 qt. water
- 1 lb. shortening
- ½ oz. salt

Stir in thoroughly until well scalded:

- 1 lb. 6 oz. bread flour

Remove from fire and transfer the mixture into another bowl. Then add gradually:

- 2 lb. 4 oz. whole eggs

While adding the eggs, stir in ¼ oz. powdered ammonia. Then bring the mixture to the proper consistency by the addition of a little milk. Deposit on lightly greased pans and then bake at 420 to 430° F.

If desired before placing the cream puffs in the oven the tops may be washed with a little milk or egg wash to flatten them.

Note: For whipped cream puffs the shells should be made quite large. After the shells are baked and cooled, they should be cut in half. Then fill a canvas bag with a large star tube with either pure whipped cream or stabilized cream and fill the bottoms. Place the tops of the shells on the whipped cream and then cover them by sifting powdered sugar on top.

JANUARY BAKERY SALES TOTAL \$82 MILLION

WASHINGTON—Sales by bakery products stores in the U.S. for January amounted to \$82 million, a sharp rise from the figure of \$72 million reported by the Bureau of the Census, U.S. Department of Commerce, for January, 1957. January sales were less than the \$88 million reported for December, 1957, however.



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Encore
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Mills at: Appleton, Minn.

CALENDAR FOR 1958-59

APRIL							MAY							JUNE							JULY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	4	5	6	7	8	9	10	18	19	20	21	22	23	24	25	26	27	28	29	30	31
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	22	23	24	25	26	27	28
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	29	30					
27	28	29	30				25	26	27	28	29	30	31	29	30												

AUGUST							SEPTEMBER							OCTOBER							NOVEMBER						
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	9	10	11	12	13	14	15
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17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	26	27	28	29	30	31	
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31								

DECEMBER							JANUARY							FEBRUARY							MARCH						
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14	15	16	17	18	19	20	11	12	13	14	15	16	17	8	9	10	11	12	13	14	15	16	17	18	19	20	21
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CONVENTION CALENDAR

April 7-11—American Association of Cereal Chemists, annual meeting, Netherland Hilton Hotel, Cincinnati, Ohio; sec., Dr. James W. Pence, Western Utilization Research Branch, USDA, Albany, Cal.

April 8—Allied Trades of the Baking Industry, Pennsylvania Division No. 4, annual assembly, Abraham Lincoln Hotel, Reading, Pa.; sec., J. Kenneth Irish, Irish & Hagy, Upper Darby, Pa.

April 12-13—South Dakota Bakers Assn., American Legion Hall, Sioux Falls, S.D.; sec., Dale Olson, Red Star Yeast & Products Co., Sioux Falls, S.D.

April 14-16—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, Box 486, Salem, Ore.

April 15-16—Allied Trades of the Baking Industry of Southern California, bakers forum, Ambassador Hotel, Los Angeles, Cal.; sec., Clarence Brady, 510 E. Commercial St., Los Angeles 12, Cal.

April 17-19—Southern Bakers Assn., Inc., annual convention, Biltmore Hotel, Palm Beach, Fla.; pres., Benson L. Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

April 20-22—Texas Bakers Assn., Hotel Galvez, Galveston, Texas; sec., Mrs. Ed Goodman, 1134 National Bldg., Dallas 1, Texas.

April 23-26—National Bakery Suppliers Assn., Plaza Hotel, New York; sec., William Burbach, Ph. Orth Co., 304 E. Florida St., Milwaukee 4, Wis.

April 26—Utah Retail Bakers Assn., Hotel Utah, Salt Lake City; sec., Bliss L. Bushman, 236 W. Fifth St. S., Salt Lake City, Utah.

April 26-28—Southwest Bakers Assn., Conrad Hilton Hotel, El Paso, Texas; sec., J. R. L. Kilgore, Box 127, Albuquerque, N.M.

April 27-30—Associated Retail Bakers of America convention and exhibition, Hotel New Yorker, New York City, N.Y.; sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

May 5-6—Minnesota Bakers Assn., St. Paul Hotel, St. Paul; sec., James M. Long, 623 14th Ave., S.E., Minneapolis 15, Minn.

May 5-6—Wholesale Variety Bakers Assn., Royal York Hotel, Toronto, Ont., Canada; sec., Elliott Zerwitz, Pariser Bakery, 2304 Pa. Ave., Baltimore, Md.

May 11-13—National Council of the Baking Industry, semi-annual conference, Queen Elizabeth Hotel, Montreal, Que., Canada; exec. sec., Robert H. Ackert, 191 Ellington Ave. E., Toronto, Ont., Canada.

May 12-14—Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting, Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 13-14—Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; sec., Henry W. Jabusch, c/o Rath Packing Co., Waterloo, Iowa.

May 13-14—Virginia Bakers Council, spring meeting, Thomas Jefferson Inn, Charlottesville, Va.; executive sec., Harold K. Wilder, 5 S. 12th St., Richmond 19, Va.

May 18-20—New York State Association of Manufacturing Retail Bakers, Hotel Sagamore, Lake George, N.Y.; sec., Roy A. Hock, 3524 East Ave., Rochester 18, N.Y.

May 25-27—Arkansas-Oklahoma bakers convention, Arlington Hotel, Hot Springs, Ark.; program chm., Charley Meyer, Jr., Meyer's Bakery, Little Rock, Ark.; sec., Art Spatz, 2809 Kavanaugh, Little Rock, Ark.

June 6-8—Rocky Mountain Bakers Assn., Broadmoor Hotel, Colorado Springs, Colo.; sec., Fred Linsenmaier, Box 871, Denver, Colo.

June 16-18—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; Mary Stanley, Box 175, Rockingham, N.C.

June 19-23—Bakery Equipment Manufacturers Assn., annual meeting, Key Biscayne Hotel, Miami, Fla.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 27-30—West Virginia Bakers Assn., White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W.Va.

Sept. 5-8—Virginia Bakers Council, Inc., fall convention, Natural Bridge Hotel, Natural Bridge, Va.; exec. sec., Harold K. Wilder, 5 South 12 St., Richmond 19, Va.

Sept. 14-16—Wisconsin Bakers Assn., Hotel Schroeder, Milwaukee, Wis.; exec. sec., Fred H. Laufenburg, 6173 Plankinton Bldg., Milwaukee 3, Wis.

Sept. 14-16—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta 3, Ga.

Sept. 26-28—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for

Lee Marshall Cup, Galen Hall Hotel and Country Club, Wernersville, Pa.

Oct. 18-21—New Jersey Bakers Board of Trade, Atlantic City, N.J.; sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Oct. 24-25—Baking Industry Sanitation Standards Committee, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 25-29—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 26—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Nov. 2-4—Kentucky Master Bakers Assn., annual convention, Netherland-Hilton Hotel, Cincinnati, Ohio; sec., Al Wohleb, 743 Loretto, Louisville 11, Ky.

Nov. 11—Connecticut Bakers Assn., Silver Anniversary Convention, Hotel Statler, Hartford; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 17-18—New England Bakers Assn., fall convention, Sheraton Plaza Hotel, Boston, Mass.; executive sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass.

1959

Jan. 10-13—Ohio Bakers Assn., annual convention, Cincinnati, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 18-20—Pennsylvania Bakers Assn., winter convention, Roosevelt Hotel, Pittsburgh, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 30¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MISCELLANEOUS

BAKERS AND MILLERS SKIN INFECTIONS such as ringworm, fungi growth, eczema and open legs; then use "Daw Gell Ointment" (\$2.00). Many spontaneous testimonial letters praise this famous product. Obtainable only—Prospecting & Geophysical Office, 38-14, 218th St., Bay-side, L.I., New York.

CHEESE CAKE FORMULAS—27-page booklet giving full information about Formula Construction, Production Techniques, Types of Cheese to Use, Formulas for 12 popular Cheese Cakes and Pies.

Price \$2.00

Edward M. Voorhees
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Buy and Sell
Through
WANT ADS
...in...
THE AMERICAN BAKER

The Nutritional Value of Bread

See Story on Page 24

TABLE 1

AMINO ACID CONTENT OF WHEAT, FLOUR, AND BREAD
Average of four samples, each. (grams per 16 grams Nitrogen)

Amino Acid	Wheat	Flour	Bread
Alanine	3.25	2.78	2.93
Arginine	4.69	3.80	3.56
Aspartic acid	5.09	4.14	4.60
Cystine	1.97	2.11	1.88
Glutamic acid	28.5	34.5	31.7
Glycine	3.88	3.22	3.21
Histidine	1.92	1.88	1.89
Isoleucine	3.90	4.26	4.32
Leucine	6.48	6.98	7.11
Lysine	2.74	2.08	2.48
Methionine	1.76	1.73	1.90
Phenylalanine	4.42	4.92	4.80
Proline	9.85	11.7	11.1
Serine	5.06	5.44	5.45
Threonine	3.02	2.82	3.01
Tryptophan	1.09	1.02	0.97
Tyrosine	3.10	3.25	3.32
Valine	4.50	4.54	4.68

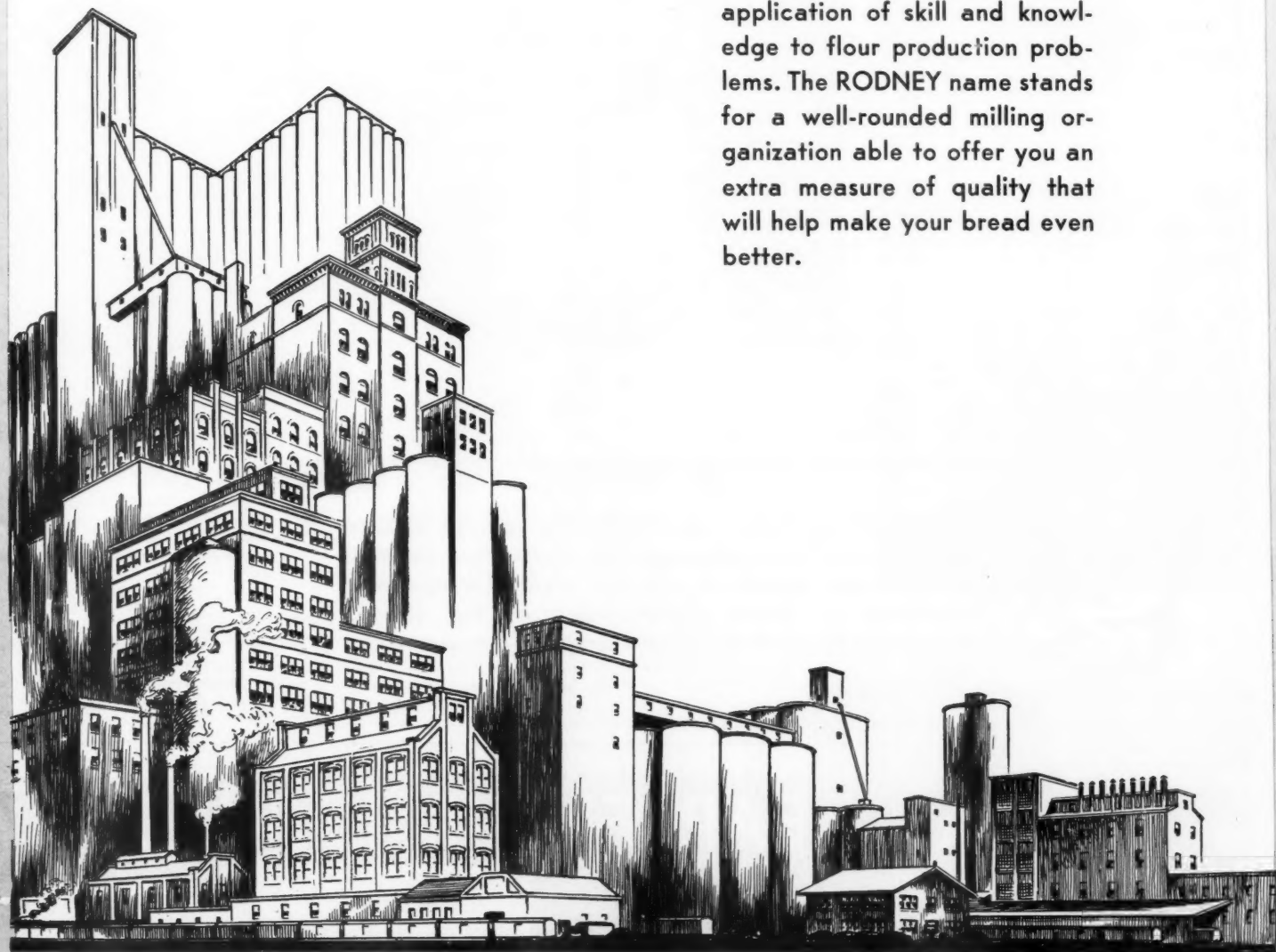
TABLE 2

Comparison of proportions of essential amino acids found in bread with requirements for human adults and the growing rat
(Proportions are relative to tryptophan)

Amino Acid	Content in Bread	Human Requirements	Rat Requirements
Isoleucine	4.5	2.8	2.5
Leucine	7.4	4.4	4.5
Lysine	2.6	3.2	5.0
Methionine and Cystine	4.1	4.4	3.0
Phenylalanine	4.8	4.4	3.5
Threonine	3.1	2.0	3.0
Tryptophan	1.0	1.0	1.0
Valine	4.8	3.2	3.5



RODNEY is the name behind the name of many well-known bread brands in America's leading markets. And RODNEY flours achieved this position of trust by courageous and aggressive application of skill and knowledge to flour production problems. The RODNEY name stands for a well-rounded milling organization able to offer you an extra measure of quality that will help make your bread even better.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
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Globe Milling Co.	37	North Dakota Mill & Elevator	37		
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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



"Things are awful at our house. I have a fight with my husband every month."

"Same way at our house, except that my husband gets paid each week."

◆ ◆ ◆

He had left town broke some 15 years before. Now he was coming home, a successful businessman. He had expected a reception by the townspeople at the depot—the local band, speeches, and that sort of thing. But when he got there the station was deserted. Disappointed, he looked for the station-master, an old boyhood friend. He found him and was about to greet him when the man asked: "What're you doing at the station, Bill? Goin' some place?"

◆ ◆ ◆

Applying for his citizenship papers, Gino was doing all right until he came to the questions about the American flag. "What is it," asked the Judge, "that you always see flying over the Courthouse?"

"Peejins!" confidently replied Gino.

◆ ◆ ◆

Mother: "Dear, didn't I tell you that you should say no if a sailor asks you for a kiss?"

Daughter: "But mother, they don't ask!"

◆ ◆ ◆

Said one drunk to the other, as they walked down the railroad tracks:

"These stairs are killing me!"

Said the other drunk: "Ain't the stairs—it's these low banisters!"

POLAR BEAR FLOUR IS KING



POLAR BEAR invites quality comparison . . . no flour can do a better job in a modern bakery. And on the basis of bread making value for the buyer's dollar, there is no better buy for a quality-minded baker.

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▲ The William Kelly Milling Co. of Hutchinson, Kansas which has a daily capacity of 5000 cwt.

WHY THE WILLIAM KELLY MILLING CO. USES W&T FLOUR TREATMENT

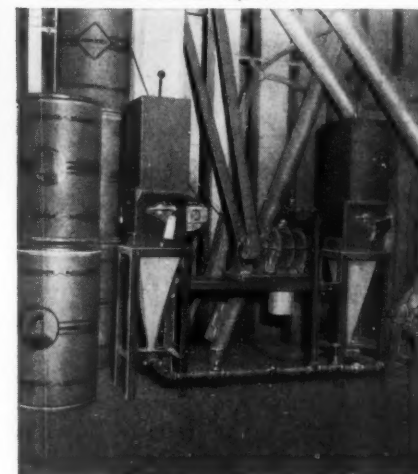
With a half-century of milling experience behind it, the William Kelly Milling Co. knows that the best grade of flour requires precise and uniform treatment methods. Because of this knowledge, they insure that their flour is uniformly aged, and of the best color, by using Wallace & Tiernan flour treatment equipment and services.

Wallace & Tiernan flour treatment in use at the William Kelly Mill includes: Dyox® for maturing; a Beta-Chloro® unit for conditioning; Novadelox® for bleaching. All equipment furnished has been proven efficient and dependable in operation and is periodically checked and maintained by Wallace & Tiernan so that costly shutdowns are avoided. In addition, the William Kelly Milling Co. has available, at all times, skilled and experienced technical assistance from Wallace & Tiernan to aid them in the solution of their flour processing problems.

The William Kelly Milling Co. is only one of the many flour milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.



▲ W&T DYOX unit in use at the William Kelly Mill. This unit generates and meters chlorine dioxide gas used in the maturing of flour. Fresh gas is made automatically as it is needed and the daily making-up of new batches is not required.



▲ W&T NOVADEL FEEDERS used at the William Kelly Mill to precisely measure and feed NOVADELOX for flour color improvement.



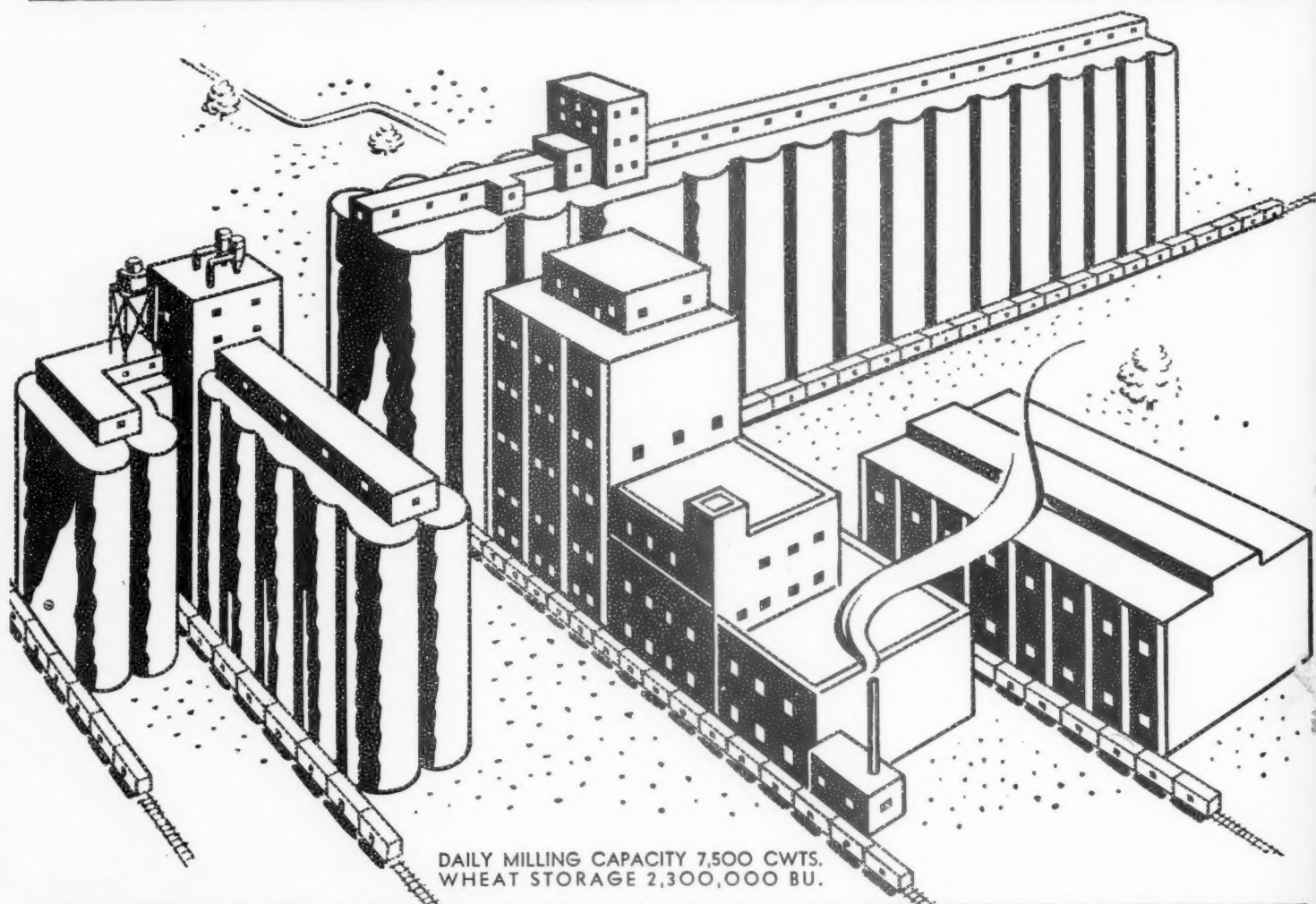
▲ Mr. W. N. Kelly, vice president, watching Mr. W. P. Riley, superintendent, make a slick test to determine the color of the treated flour. They know that their flours are whiter and brighter because of W&T Flour Treatment.



NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

"If it's **I-H** *milled it's good flour"*



DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 2,300,000 BU.

I-H

The

ISMERT-HINCKE

Milling Company

KANSAS CITY, MISSOURI

"Extras" make a lot of difference when it comes to maintaining consistent flour quality. One of the "extras" behind I-H brands is our fortunate mill location, which affords us a four-state wheat supply without penalty. That's quality insurance.

